

ELECTRICAL MERCHANDISING

FEBRUARY • 1954

McGraw-Hill Publishing Co., Inc.

PRICE SEVENTY-FIVE CENTS



AIR CONDITIONER

Air
Conditioner

In This Issue...

Special Report to the Trade
ROOM AIR CONDITIONERS

FAN

APEX

*- winning praise and profits
for APEX DEALERS everywhere!*



Read what dealers and users are saying —

- "It is hard to believe any automatic washer could be as service free as the Apex—I'm 100% sold on the WASH-A-MATIC"—says Dealer A.
- "I do not believe I have ever seen my clothes look so bright and clean since they were new"—says User C.
- "I'd recommend an Apex to anyone—and we are for the first time making money in the automatic washer business"—Dealer B reports.
- "I know I will enjoy the many work-saving features of my Apex. I am the envy of all my neighbors!"—says User D.

MOST ECONOMICAL OF ALL AGITATOR-TYPE AUTOMATIC WASHERS



APEX SPIRAL AGITATOR
WITH THE
5-Year Guarantee

The Apex-Molded Fibre-Glass Spiral Agitator is rust-proof, corrosion-proof, chip-proof—built to last. Use this guarantee to close more sales.

1. Saves 50% on Hot Water and Detergent
2. Saves 42% on Fabric Wear
3. Saves 33% on Electricity
4. Saves on Service—gearless, vibration-free

*Proved
Sales Maker*

APEX "ONE-CENT" SALE

AN INTRODUCTORY CLEANER OFFER WITH A SPECIAL **SALES CONVERTOR!**

Sell with these AERO-CLEANER FEATURES

- ✓ SWIVEL-TOP TURNS FULL 360°
...for easy "round-the-room" cleaning!
- ✓ Nearly ONE FULL HORSE-POWER MOTOR
...gives extra cleaning efficiency!
- ✓ NO DUSTY BAG EMPTYING
...with easy-to-replace throw-away bags!
- ✓ NEW TWO-TONE COLOR STYLING
- ✓ COMPLETE WITH DELUXE CLEANING TOOLS
...12-piece set for every home cleaning need.



This \$1995 Boltaflex-Covered
STORAGE-HASSOCK
for just ONE CENT with the
purchase of a New

APEX AERO-CLEANER

Both for \$**7996** A REGULAR
ONLY \$9990 RETAIL VALUE

INCLUDING 12-PIECE SET OF CLEANING TOOLS
HURRY! THIS OFFER FOR LIMITED TIME ONLY—GET YOUR COMPLETE
PROMOTION PACKAGE WITH FULL "Sales Converter" DETAILS NOW!

**TOP-QUALITY HASSECK
FEATURES:**

- Two-Tone Tweed Boltaflex Covering
- Dimensions—30" x 14½" x 15"
- Cushioned Top with Heavy-Duty Hinges



APEX HOUR-SAVING APPLIANCES

The Apex Electrical Manufacturing Company • Cleveland 10, Ohio





The Cover

Drawn by SYD LANDI

ELECTRICAL MERCHANDISING

February, 1954 Vol. 86, No. 2

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NEXT MONTH—another in Electrical Merchandising's series of analyses of the industry's most important subjects. Watch for

Special Report on Trade-Ins

INTERNATIONAL COVERAGE BY



Westinghouse Introduces 3 NEW



COOLS IN SUMMER

HEATS IN WINTER

New Westinghouse ROOM AIR CONDITIONER

Model AW-75D
¾-hp De luxe

A new note in room cooler design! A new top in room cooler comfort features! No other brand has so many compact zones for utmost in selectivity. You can sell *complete command* of any weather to keep cool in summer and warm in winter. And with TEN push-button combinations you have a great, exclusive selling feature.

5 MODELS . . . Available in ½-hp and ¾-hp *Special*, ¾-hp, 1-hp and 1½-hp *De luxe*. All models have concealed *Comfort Control*.

De luxe Models AW-75D (¾-hp) and AW-100D (1-hp) have push-button *Comfort Control*, built-in thermostat, solenoid-operated dampers, two-speed fan motors and *electric heat*. AW-150D (1½-hp) has all these functions except electric heat.

Special Models AW-50 (½-hp) and AW-75 (¾-hp) have dial-type control, single-speed fan motor, thermostat as an accessory, and are without electric heat.

CHECK THESE FREE DEALS BUY 6 and you get

- Delayed Billing
- Price Protection
- Special Discount for Early Season Orders

PLUS . . . Free Display • Free Promotion Package

Worth **\$33.75**

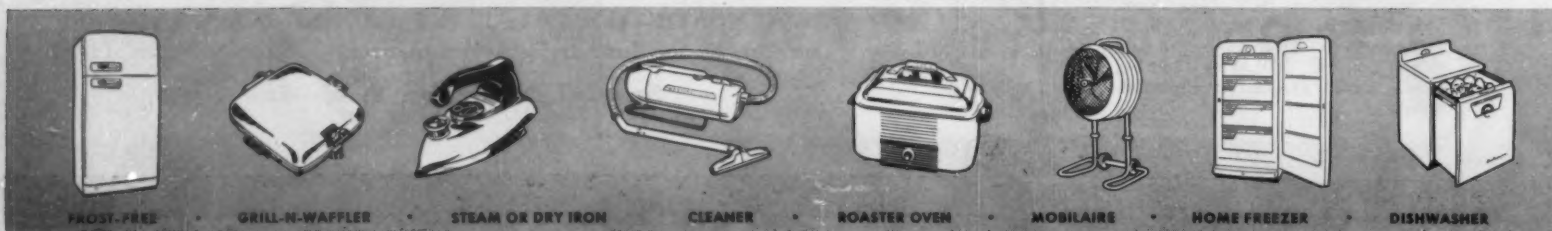
BUY 3 and you get

- Delayed Billing
- Price Protection
- Special Discount for Early Season Orders

PLUS . . . Free Display • Free Promotion Package

Worth **\$12.75**

Ask your distributor about the Westinghouse **BUY NOW...**



SIZZLERS for Hot Weather selling

New Westinghouse DEHUMIDIFIERS

2 MODELS...NEW! IMPROVED!

DELUXE MODEL HR-4A...Dries air in Summer... heats in Winter. Plugs in anywhere for simple, trouble-free operation. Will extract up to 3 gallons of moisture from an enclosed area of 10,000 cubic feet every 24 hours.

SPECIAL MODEL H-4... Operates exactly like the *De luxe* except it does not have the 1325-watt electric heating element.

BOTH MODELS...BIG SELLERS TO STOP MOISTURE DAMAGE EVERYWHERE



New Westinghouse WATER COOLERS

Get one for store use at an **EXTRA Special Price**

Again in 1954, Westinghouse provides a Water Cooler for every need... a big opportunity for your Main Street market everywhere... *a big ticket item at a big profit.* Your floor sample will help you sell and by hooking up for cool drinking water it can be a traffic builder.

FREE DECAL... use this to build store traffic.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Springfield 2, Mass.

BUY 3 and you get

- Delayed Building • Price Protection
- Special Discount for Early Season Owners
- PLUS...FREE DISPLAY • FREE PROMOTION PACKAGE**

WORTH \$6.00



PAY LATER Special Deals...Special Advantages!



LAUNDROMAT



DRYER



FOOD WASTE DISPOSER



RANGE



WATER HEATER



TOASTER



FOOD CRAFTER



DEHUMIDIFIER



ELECTRIC BLANKET

Sell the most-wanted water heater in America!

Permaglas

A SIZE FOR EVERY HOME

THE ONLY WATER HEATER

**PROVED RUST-PROOF IN
OVER 2 MILLION HOMES!**

**An ordinary water heater rusts away
each minute of the day...**

Every homeowner whose ordinary water heater rusts away is an immediate and **HOT** prospect for an A. O. Smith *Permaglas* automatic WATER HEATER! Its glass-lined steel tank will *never rust* ... will end customer hot water problems forever!

Prepare for Profits NOW ... be ready to replace these rusty water heaters with *Permaglas*!

Best of all, a *Permaglas* costs no more than an ordinary water heater. And feature for feature, a *Permaglas* is tops.

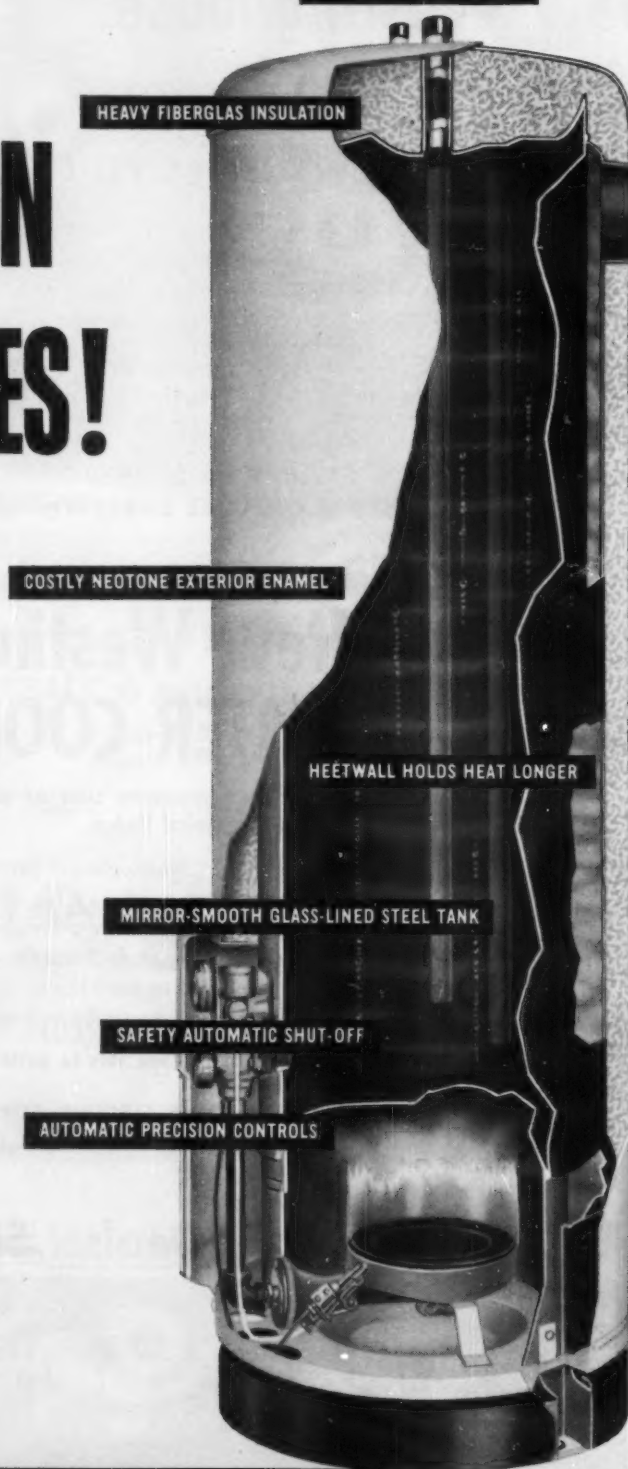
We have the facts to back these statements, write
Dept. EM-254, Kankakee, Ill., Permaglas Division

International Division: Milwaukee 1
Licensee in Canada: John Inglis Co., Ltd.

There's only one *Permaglas* and it's made by

A.O. Smith
PERMAGLAS DIVISION

Electric Models 30 to
80 gallons capacity



WRITTEN GUARANTEE AND PROTECTION POLICY



Business Quick-Check

	Latest Month	Preceding Month	Year Ago	THE SHORT TREND
SALES , appliances, radio-TV (\$millions)	311	317	322	DOWN ➔
DEBT consumers owe on appl.-radio-TV (\$millions)	270	266	229	BIGGER ➔
FAILURES of appl.-radio-TV dealers	39	42	18	FEWER ➔
RETAIL SALES total (\$billions)	14.1	14.2	14.4	DOWN ➔
DEPT. STORE sales index (1947-'49 = 100)	113	113	115	SAME ➔
PERSONAL INCOME annual rate (\$billions)	285.4	287.2	277.2	DOWN ➔
LIVING COST index (1947-'49 = 100)	115.0	115.4	114.3	DOWN ➔
SAVINGS of consumers, annual rate (\$billions)	18.8	17.2	19.4	UP ➔
HOUSING starts (thousands)	80.0	88.0	86.1	DOWN ➔
AUTO output (thousands)	395.8	361.8	420.3	UP ➔
UNEMPLOYMENT (thousands)	1,850	1,428	1,428	WORSE ➔

(Sources, in order: Dept. of Commerce, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

You often hear mutterings from the man in the street—or the retailer in the store—that there is altogether too much talk about the possibility of a recession in the year ahead. It's only common sense, of course, to take note of the economic factors which might lead to a recession. But it is possible to talk yourself into trouble. To avoid it, it might be a good idea to pay adequate attention to the encouraging as well as the discouraging business trends now becoming evident.

For example, take a look at the living cost index in the Business Quick-Check at the top of this page. The latest figure, 115, is down four-tenths of a point from the preceding month—the first such drop in a long period of upward curve. Translated, it means simply that people are not spending as much for the necessities of life, have a little more for other things—like appliances. Take a look, too, at the rate of personal income. It's still high. People still have money to spend—and will have a little more as a result of the drop in personal income taxes.

Less statistical, but important to this industry, is the optimistic attitude displayed by manufacturers at the January Markets in Chicago. Many of them expect overall business to be off the predicted five or six percent in 1954, but not their own business. Some of them, anticipating lower production and shipping costs and increased output as a result of new plants or production centralization, expect gains in their own sales as high as 25 percent. Others pick figures like eight or 16 percent. All of them offer some reason, even if it's only an improved product or an improved sales organization, which to them seems logical. And their optimism isn't made of champagne bubbles. All expect a tough sales year; they expect to have to work for what they get. This attitude is reflected in the products they showed. Refrigerators, for example, have more sales features than probably ever before. Some makers are introducing shorter lines. Some are reducing prices to meet stiff competition. Some freezer makers, in fact, didn't even announce prices until they saw what their competition was going to do.

If manufacturers are exhibiting this kind of hard-headed optimism, then why the predicted decline in hard goods? One forecaster says

it's because of a "less ravenous appetite" for consumer durables. If that's true, and if it is the principal reason for anticipating an appliance decline, it should point out an obvious remedy—more effective specialty selling. If the consumer isn't willing to come into the store to ask for a product, the appliance seller may consider the idea of going to the customer and persuading him that he wants it.

Another possible silver lining to the 1954 outlook (as we pointed out here last month) is that many appliance lines are actually expected to better last year's sales. That's not so of other industries, like automobiles, as an example. If a customer is out of the auto market he is out of it for the convertible as well as the family sedan. But a customer who may be out of the refrigerator market may very well be a good prospect for a freezer or a dryer or an ironer.

Take special notice of the new refrigerators now being introduced. Some of the new features may look like "gimmicks" at first but you'd better get used to the idea of living with them. To begin with, they're your primary tool in selling in a market with a 90.4 percent saturation. The customer with the six year old refrigerator may not need a new one just to store her perishables. But she may decide she wants a new one which will not only store the groceries but will offer her running cold water, automatically dispensed coffee, or an aluminum foil dispenser. Incorporation of features like these is peculiar right now to refrigerators but you can look for them in other products as saturation rates go up and you have fewer and fewer new customers to depend on for volume sales.

A moment ago we were mentioning the possibility that you may have to go out after customers in the year ahead. There may be an element of that thinking in the action of two midwestern appliance manufacturers who have announced that they are going to devote a good share of their promotional budget this year to local promotion and advertising. One firm says simply that it's going into more local newspapers than ever before. But the second has a little more to say on the subject. They are going to use local papers, but the type of ads they developed for these papers last year is going to be

(Continued on page 6)



MODEL **121A**
PHONOGRAPH,
AT \$29.95* LIST, HAS

4TH
SPEED

NEW
SPEED

FOR

PROFIT

FOR

YOU!



PLUS DYNAMIC FIRST-QUARTER AD CAMPAIGN
TO PRE-SELL YOUR CUSTOMERS!

EXCLUSIVE!

V-M 121A is world's smallest, lightest 4-SPEED phono! Plays 78 rpm, 45 rpm, 33 $\frac{1}{3}$ rpm plus 16 $\frac{2}{3}$ rpm *Audio Books!* Promote this angle.

EXCLUSIVE!

V-M 121A is the **ONLY** 4-speed phono selling under \$69.95! Your customers can save \$40.00 . . . you make a good profit.

EXCLUSIVE!

Extra strong case is Styron 475—choice of Satin Red and crisp Green.

*Slightly higher in the west.

V-M Model 120 4-SPEED record Player Attachment is a hot item too. Plays through any standard TV or radio amplifying system. **\$19.95*** LIST



Needle, cartridge and speaker custom-matched to case for super performance.

V-M Advertising—Aimed at Your Customers!
V-M JANUARY—FEBRUARY—MARCH ADVERTISING

PUBLICATION	ON-SALE DATE	ADVERTISEMENT	CIRCULATION
Scholastic Roto	Jan. 1, 1954	1 Col. B & W	1,000,000
Ebony	Jan. 9, 1954	$\frac{1}{2}$ p. B & W	454,077
Pathfinder	Jan. 18, 1954	$\frac{3}{4}$ p. B & W	4,111,190
Country-Side Unit	Farm Journal Jan. 25, 1954		
	Feb. 1, 1954	1 Col. B & W	1,000,000
Scholastic Roto	Feb. 7, 1954	$\frac{1}{2}$ p. 4 Col.	9,379,112
American Weekly	Feb. 7, 1954	$\frac{1}{2}$ p. 4 Col.	5,634,326
Parade	Feb. 13, 1954	$\frac{1}{2}$ p. B & W	454,077
Ebony	Mar. 1, 1954	1 Col. B & W	1,000,000
Scholastic Roto	Mar. 13, 1954	$\frac{1}{2}$ p. B & W	454,077
Ebony	Mar. 22, 1954	$\frac{3}{4}$ p. B & W	4,111,190
Country-Side Unit	Pathfinder Mar. 22, 1954		
	Farm Journal Mar. 15, 1954		



the Voice  of Music

V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST
MANUFACTURER OF
PHONOGRAPHS AND
RECORD CHANGERS

TRENDS continued

extended to national advertising. The distinctive feature of these ads is emphasis on price and terms. Years ago this company used this approach, then abandoned mention of price in national advertising. Last fall it was tried again in 400 newspapers and now the company is going to plug price in shelter magazine and national advertising as well as in local campaigns.

At first glance this necessity of harder selling and outside selling would seem to work in favor of the established appliance dealer—who is supposed to be able to operate in this manner—rather than the discount operator. Unfortunately, this ain't necessarily so. It's still possible that the legitimate dealer will do the missionary work and the discount house will steal the sale. The question to be resolved here is whether the discount house can survive on the volume to be realized on such "cannibalized" sales or whether it needs the volume created by customers with "ravenous" appetites. One thing to watch: whether the discount house in your area begins to diversify its stock once the going gets tougher in appliances, radio and TV.

All this talk about the possibilities in 1954 has been rather nebulous. On at least one product, air conditioners, there are some pretty concrete figures to indicate that this business is really going to be good in 1954. Several manufacturers now report that advance orders for 1954 merchandise have set new records. Mitchell, for example, reports non-cancellable orders for 400,000 units—double last year's sales. In December Fedders had already booked orders for 200,000 units.

One thing to keep your eye out for this year—the possibility of a buyer's strike similar to the one which disrupted business in 1951. If you'll remember, sales dropped off while personal savings kept going up. Economists today place a great deal of importance on the attitude of the consumer in determining prosperity. Some of the newer studies in this connection may indeed have placed too much weight on the action of the consumer. Nevertheless, it's important to watch the consumer buying attitudes. One method is to keep up with the consumer studies published by the University of Michigan's Survey Research Center. The most recent was reported last month in ELECTRICAL MERCHANDISING's news section. At the time of this study (late in 1952) 36 percent thought it was a good time to buy household goods and another 13 percent thought it a good time "in some ways". Considerably fewer (29 percent) thought it was a good time to buy cars. Watch for the next study in this series and in the meantime keep your eye on the personal savings figure reported in the table at the head of this column each month. If sales turn downward and savings upward you may have something to really worry about. End





NEW COMB-AND-BRUSH NOZZLE

Biggest feature in tank-type cleaners this year! New Hoover comb-and-brush nozzle keeps rugs and carpets fresh and cushiony. Adjustable brush removes the litter. Rubber comb renews the pile.

CLEANS $\frac{1}{3}$ FASTER CLEANS 40% BETTER

This new Aero-Dyne nozzle takes fewer strokes, because it removes the most stubborn dirt with just *one* stroke. *Full* suction on both forward and back strokes—clear across the nozzle. No need to scrub at the rug. No need to overlap strokes and home tests prove the new Hoover cleans 40% *better* than the average of 9 other prominent tank and canister cleaners.

EXCLUSIVE VERIFLEX HOSE

It cleans easier, too. Hoover's exclusive lightweight Veriflex hose never kinks. Long, light wand reaches up, out and everywhere with handy Hoover accessory tools. And there's no bag to empty—hands never touch dirt!

Just three of the reasons you'll find the
NEW HOOVER AERO-DYNE
easier... and more profitable... to sell!

See the new Hoover Aero-Dyne this month and next in a long list of home-making magazines. Again this year, Hoover out-engineers, out-performs, out-merchandises other tank-type cleaners—gives you more to talk about, to demonstrate, to sell! It will pay you to push the Model 55 now.

\$89⁹⁵ with tools

The Hoover Company, North Canton, Ohio
You'll be happier with Hoover

Amana

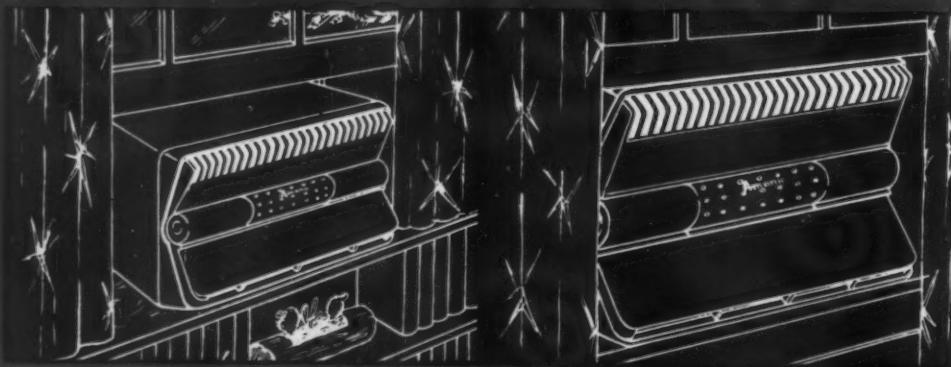
Year 'Round ROOM AIR CONDITIONER

GUARANTEED TO OUTPERFORM ALL OTHERS!*



**EASY TO
INSTALL,
EASY TO
SERVICE**

A COMPLETE LINE OF ROOM AIR CONDITIONERS
1/2, 3/4, and 1 ton units that all fit
into the same adjustable window sleeve.



MOUNTS FLUSH, INSIDE OR OUTSIDE THE ROOM
or can be adjusted to any in-between position.
Doesn't interfere with drapes or furniture.

Amana
Year 'Round
ROOM AIR CONDITIONERS

YES, IT IS GUARANTEED TO OUTPERFORM ALL OTHERS... BEFORE YOU

"BACKED BY A CENTURY OLD TRADITION OF FINE CRAFTSMANSHIP"

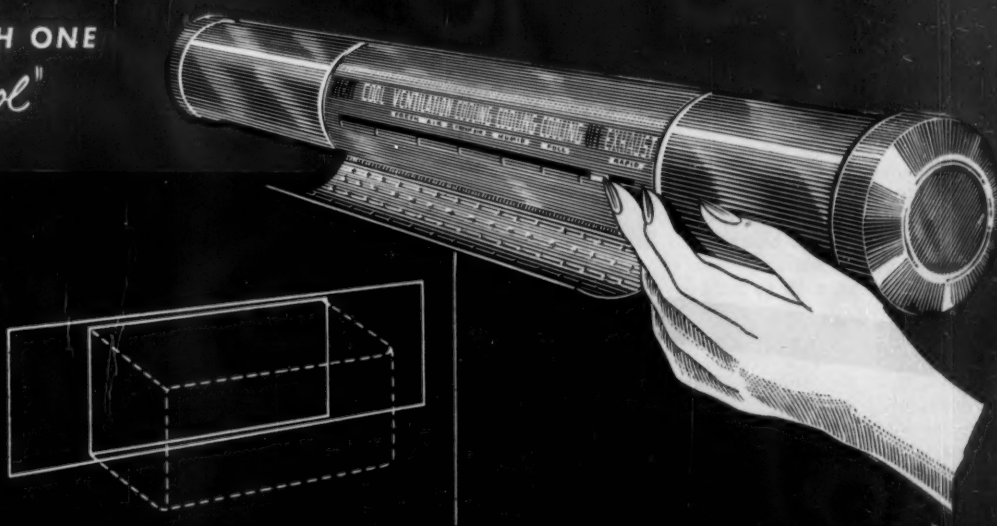
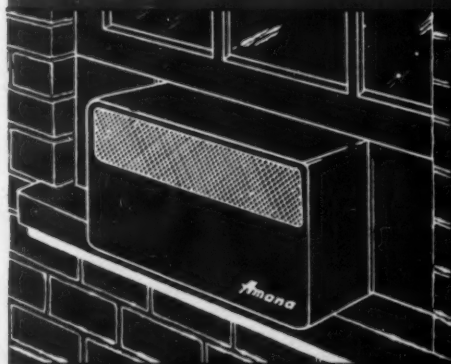
Amana enters the highly competitive air conditioning field well prepared. First, with a product that is clearly superior in every respect. Second, with a merchandising plan that assures faster, more profitable sales. The Amana year-round air conditioner is guaranteed to outperform all others and we ask you, as an expert, to judge for yourself for that is what your customers will do. Amana, knowing that the sale of any air conditioner requires both time and extra effort, allows you a realistic mark-up, while maintaining a competitive selling price. We ask you to judge for yourself.

It has been this policy of entering a field only when we can offer both superior product and superior merchandising which has made Amana the world's largest manufacturer of food freezers.

Judge for yourself!

- ★ IT COOLS... greater cooling capacity at less cost.
- ★ IT HEATS... high efficiency heater warms in winter.
- ★ IT VENTILATES... pumps in fresh air, pumps out stale air.
- ★ IT DEHUMIDIFIES... maintains correct humidity.
- ★ IT FILTERS... greater filter capacity, keeps air clean.
- ★ IT'S QUIET... inside the room or outside the house it operates quietly.
- ★ IT MAINTAINS TEMPERATURES... thermostat control keeps room temperature as set.

IT DOES ALL THIS WITH ONE
SIMPLE "Glider Control"



BEAUTIFUL IN APPEARANCE
Stylishly beautiful in design and color. Even the outside of the Amana air conditioner is attractively designed to enhance any home or apartment exterior.

ADJUSTED SLEEVE FITS IN A JIFFY
goes into any window, over sill types, and the same sleeve fits all the models from 1/2 to 1 ton.

LIGHT WEIGHT, NO PIPES
and no plumbing required... just slip the conditioner into the sleeve and plug it in.

CHOOSE A LINE, GET ALL THE FACTS AND JUDGE FOR YOURSELF!

WIRE, PHONE, WRITE FOR FULL INFORMATION

AMANA REFRIGERATION, INC. AMANA, IOWA



**if you're looking for an automatic
laundry to meet competition...**

don't settle for strip models...



or last year's left-overs...

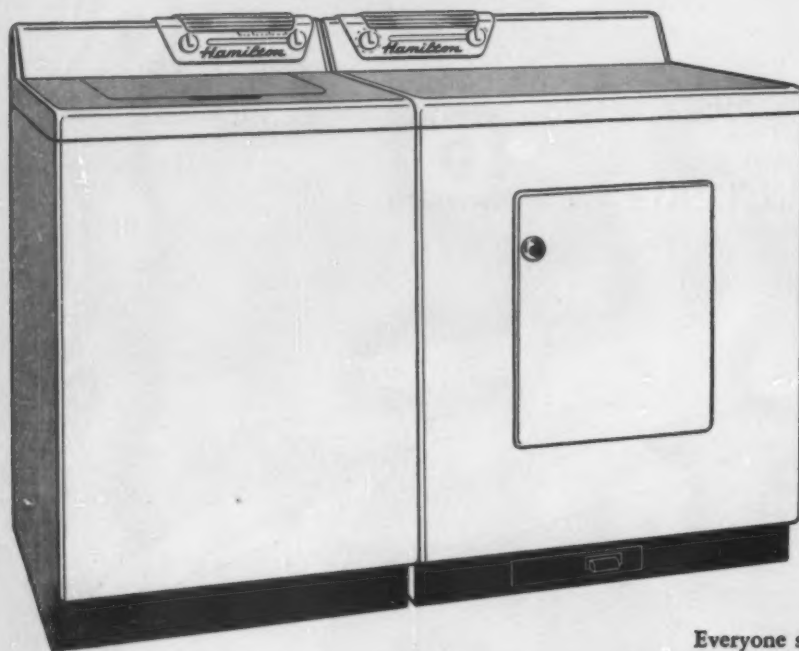


or "no-name" specials...



get the new budget-priced *Hamilton*

200



**With a full range of
famous Hamilton features**

Handsome new original design

**And a name women know
and trust**

Everyone should have one thing straight by now—price alone isn't enough! You need an appealing price, but you need appealing value, too. What's the answer? *Hamilton '200'* — loaded with sales features, backed by a famous name and designed for profitable promotion right now!

Hamilton

the folks who made automatic washdays possible

HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

December volume generally below 1952, although small appliances and washers moved ahead . . . TV falls in some areas, but consumers' first look at color prices and screen sizes helps black-and-white sales

AS always, retail sales in December were better than in November, but plenty of eastern dealers report that by comparison with December of 1952 the month did not look so good. In general, most of them found their most stimulating gains in small things like record players, radios, steam irons, and blankets. Some could point with pride to TV volume, but major appliances, with the occasional exception of laundry equipment, did not come up to expectations.

The most optimistic dealers all seem to live in Washington, D. C. With few exceptions they give glowing reports of Christmas business and they get enthusiastic when they talk about 1954 prospects. Two of the city's big department stores reported the biggest sales in their history, a third equalled its 1952 record and a fourth tied with 1951. One of the biggest could have sold more if they had the merchandise, but like a lot of smaller retailers, had been buying close to its chest and inventory was low. They even sold 40 rotisseries at full list price—despite a tight ring of neighboring discount houses.

Washington's Big Little Year. According to a report by William Hills, managing director of Washington's Electric Institute, 1953 was a bigger year than 1952 in unit sales of every-

thing except TV, ironers and freezers, but, because of fantastic price concessions—a fancy phrase for big discounts—dollar volume might not even beat 52's record. That means that Washington, one of the worst discount centers in the country, had a big year but not much profit and indicates why two of its biggest chains folded up.

Among individual retailer reports December was outstanding for washer, dryer, TV and portable dishwasher sales.

Seven Percent Better in Boston. Up in the Boston area one large group of stores reported that December sales beat 1952 by 7.5 percent, some of which was attributable to blankets, dryers and steam irons and which might have been even greater except for slow sales of refrigerators and ranges.

As in Washington, department store sales were particularly good, with traffic appliances leading the way. One store even sold out of air heaters. New TV stations in Portland, Maine, and Worcester, Mass., stimulated business in these areas and even in the heavily saturated Boston area sales held up surprisingly well. One store found that a dump promotion by one manufacturer stimulated sales-making interest in other brands.

Seesaw in Buffalo. The loss of a TV station in the Buffalo, N. Y., area had the opposite effect of new stations in New England. One dealer found his volume off considerably because of the closing of a UHF station, price reductions and color confusion, but another took advantage of the situation with a price promotion of his own and his TV made a good showing.

White goods varied from dealer to dealer. One reported a 10 percent increase over 1952; another used the same figure to describe a decline. Refrigerators, washers and ranges, good for one dealer, were slow for most others, but nearly every dealer did unusual volume in radios, record players and traffic appliances. Dryers, unusually enough, were strong as a gift item and led white goods sales for several dealers.

Dryers Strong in Philadelphia. Dryers did well in Philadelphia, too, although, as in Buffalo, dealers varied on their reports of overall December business. One, typical of many, says business was considerably off, but hands a few laurels to electric housewares, automatic washers and dryers. Another, whose business beat 1952, says TV and laundry equipment did especially well. Business was just

about equal to 1952 for a third and his standouts were traffic appliances, laundry equipment and TV.

Color on the Tongue. For the first time since the FCC approved color TV it's beginning to figure importantly in dealer conversation. Most of them are worried, even though they feel that eventually it will mean bonanza volume. Reason: they no longer have any doubt that people are holding off on black-and-white purchases to wait for color. But some merchants report that the first announcements of sky-high color prices changed a lot of people's minds about waiting—especially as some think it will take two years for prices to get down to where the average family's pocketbook will be adequate. A lot of dealers who saw their first color sets at the Winter Markets in Chicago had the same reaction. Those tiny screens and tremendous prices had a deflationary effect.

The Midwest



By TOM F. BLACKBURN

Mixed car shipments . . . No small town transshipping . . . Latest in consigning tactics . . . Finance paper good investment for dealers . . . Strategy of two Wichita stores

MIXED carload shipping was one of the outstanding developments that will make 1953 remembered. Half a dozen manufacturers are doing it, and dealers at the receiving end are perfectly willing to pool money and split loads. A real saving is possible, and there are said to be 15 dealers who can take a mixed carload to one who can buy one type of unit by the car.

The success of the idea has some retailers wondering if it won't eventually push distributors out of the picture entirely. Right after the war, when dealer orders often entitled them to carload rates, distributors sometimes clipped them with less-than-carload prices. Now the shoe is on the other foot.

Don't look, but here's a cutie in promoting hard to sell stock that stems right back to the pitchmen of the eighties. Wrap each piece up—cellophane will do on major items—and put some money in the appliance at an out-of-sight place. The amount varies with each appliance. The customer gets a pleasant surprise, and that's appreciated.

Transshipping and Distance. The farther away from the big city you get, the less talk there is about transshipping. In large towns, it is easy for one dealer to slide something out of his back door on the ramp of another. Get into the wide open spaces, and there is considerable haulage needed to move stuff around, which technically accounts for the freedom from this abuse, rather than virtue.

Hand-to-Mouth. In gathering figures for the round-up which ELECTRICAL MERCHANDISING prints in the January issue, it became apparent that dealers have been as skittery as a bunch of mules in the matter of accumulating inventory. Hand to mouth buying has been the rule, and the distributor is the boy who has the leftover inventory, along with the manufacturer. This accounts for the number of last year's bargains frankly being sold as openers for early season sales. Retailers even seem cold on the matter of floor planning.

Consigning Tactics. This reporter has kept a beady eye open for data on consigning. It exists, even though it is officially denied. In smaller towns where eleven brands are seeking representation through three outlets, the temptation to "put it on the floor" is strong. Here is a new facet to consigning. As everybody knows, finance houses hold back up to 10 percent of the money they advance. The distributor discovers how much money the dealer has coming to him in hold-backs, and ships down to him the equivalent of that sum in merchandise, without signed order. Just to have it on the floor!

No-Profit Bargain. As the city populations continue moving toward the suburbs, many business firms think that cheap transportation will

(Continued on page 12)

Have you heard?...

GENEVA

Kitchens are now
available in
COLOR

Top quality
plus color...
what a
combination!



Yes! it's the big news of the industry . . . GENEVA, the top quality steel kitchen line is now available in a choice of six beautiful colors plus standard white. Little wonder more and more dealers are switching to GENEVA kitchens. For complete details on the GENEVA kitchen line, write Dept. EM-2-54



GENEVA MODERN KITCHENS • GENEVA, ILLINOIS

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 11

reverse the trend. Chicago's tryout of a transit bargain day Tuesday, which cut the fare in half—a dime—mornings, turned out to be a flop, it has been announced. The transit company reports that receipts were \$43,960 below normal Tuesdays, and didn't bring the customers back into town.

Half a dozen years ago a Pittsburgh utility found its public bought few frozen foods, knew nothing about them. A survey just completed in St. Louis shows how the picture has changed. Some 682 housewives not only knew the brands, but had positive ideas of what was good and bad. Snow Crop, Birds Eye and Libby were considered the best buys.

Wichita Strategy. It is beginning to come out that smart dealers who have made a lot of money since 1945 have not put it into Cadillac cars, but into finance paper.

The Appliance Center in Wichita, Kansas, which started its career as a distributor of bibles and then gradually swung into the acquisition of finance paper on automobiles, appliances and the like, eventually became a retailer of appliances because the finance paper is so snug and profitable. Emerson Dole, who happens to be president of the Wichita chapter, NARDA, told this reported that he had nearly \$400,000 in finance paper in his safe.

The stocking and sale of appliance parts is also a good thing, and this Wichita firm which used to be called Wichita-Maytag, carries a \$40,000 inventory.

A block away the Southwestern Electric Co., another old timer, stocks some \$20,000 worth of small appliance parts. According to Loren Walter of the Southwestern Electric Co., his firm has every appliance dealer in Wichita sending it trade. The store does it with light bulbs. It has an inventory of light bulbs and lamps worthy of a distributor. Any time anyone comes up with an odd or unusual type of lamp and wants it replaced, dealers say, "Go down to Southwestern Electric, they carry a lot of unusual lamps."

Many a present day customer of Southwestern Electric has had his introduction to the store by being sent in to purchase an unobtainable light bulb.

Not Enough House Room. In poring over the just released housing figures for the 1950 census put out by the U. S. Department of Commerce, one discovers such bits of data as the fact that there are 3.4 persons per home. Some 43 percent are families having 4 to 5 rooms in their house, but 10,054,063 have two to three rooms, and one room families number 1,295,831. The two-person household is 28 percent of the total, and 6.6 percent of the married couples are sharing homes, compared to 9 percent in 1947.

The South



By AMASA B. WINDHAM

Sales off to good start for 1954 . . . Housewares terrific during holidays . . . Credit and inventory immediate problems

POST-holiday business throughout the South has held up satisfactorily, according to dealers in widely separated areas. Few, if any, of them see any reason why first quarter business should not be at least as good as it was last year, but all agree that there is going to have to be better selling.

The situation is fairly well summed up by sales manager Garrett of the Wallace Johnston organization in Memphis. Said Garrett: "There is little change in the economic situation here as far as building, unemployment and buying is concerned, but the credit situation has increased as a problem in the last few months and is still a problem. Business is off to about the same start as last year and it should continue that way—provided we do a hell of a lot of selling."

At this writing, dealers are still figuring up the amount of holiday trade they did. A veteran dealer in Birmingham reported that "with the exception of electric housewares, in which we did the heaviest business in our history, we don't know just yet how we finished the year. On a quick guess, I'd say we were about the same as in 1952."

Housewares Soar In Holidays. The holiday electric housewares trade was terrific everywhere, as were sales in television. From Miami to Houston, dealers sold roasters, toasters, irons, mixers, door chimes and percolators as they never had before. Concentrated promotions, first class displays and timely advertising were mainly responsible for the selling binge. One dealer in Charlotte declared that for the first time in his life, he found a market during the Christmas holidays for such gadgets as electric corn poppers and knife sharpeners. Housewares certainly wound up the year with a bang.

A dealer in New Orleans told about
(Continued on page 24)

You'll look twice....



at COLORAMA
by FRIGIDAIRE

The newest, most exciting styling development in appliance history!

Now G-E TUBES ARE SERVICE-TESTED

IN INDIANAPOLIS: Howard W. Sams & Co., Inc. regularly checks the performance of current-production G-E tubes in all popular TV chassis, at various line voltages.



● A Howard Sams staff member tests General Electric tubes in one of a series of TV chassis of different makes. The pre-heating panel at right makes it possible to have up to 30 tubes ready at one time for substitution and test.



Simplify your tube requirements, reduce service call-backs, with G-E interchangeable tubes!

SINCE September, 1953, the nationally-known Howard Sams TV-radio technical organization has been checking General Electric receiving tubes for servicing interchangeability.

A number of tubes of each type are selected periodically for test. The tubes are fully representative of normal production—their performance ranges all the way between top and bottom limits of the permissible variation in tube characteristics.

The tubes are all tested at various line voltages in TV chassis of different makes. Their performance is accurately checked by instruments. When a tube fails to operate satisfactorily in any chassis, that fact is noted in the detailed report sent by Howard Sams to General Electric.

Based on these reports, G.E.—as described at right—takes prompt corrective steps that help give you tubes you can install successfully in every make receiver!

FOR TV-SET INTERCHANGEABILITY!

AT GENERAL ELECTRIC: the Howard Sams reports are carefully studied for ways in which G-E tubes may be improved for wider usefulness in servicing.



● A General Electric tube engineer—with a Howard Sams analysis before him—re-checks tube performance in the same make of chassis where difficulties were reported.



● A General Electric executive micro-inspects a tube structure, to determine whether or not manufacturing or test requirements need to be changed.

Ever-better quality is the aim of G-E tube manufacture and testing!

So that G-E tubes will give superior service in *all* receivers, General Electric exhaustively studies each case of unsatisfactory performance reported by Howard Sams.

First, a cross-section of G-E tubes of that type is tested in the same make TV chassis where trouble was encountered. Afterwards, tubes other than G-E are substituted and checked.

By comparison and analysis, any G-E tube performance fault is established and isolated. The cause then is determined by laboratory investigation, and corrective steps follow immediately. These may take the form of an improvement in manufacture or inspection, or revised tube test specifications.

Result: you are always installing *better G-E tubes*. Your G-E tube distributor is your source for a product that is constantly being improved in quality and interchangeability. *Tube Department, General Electric Company, Schenectady 5, New York.*



● A General Electric plant employee checks a tube grid, using a comparator that greatly magnifies the component which is to receive special attention.

GENERAL  **ELECTRIC**

*The G-E refrigerator
has come a long way
since 1933*



... and so has Du Pont DULUX[®] enamel!

GENERAL ELECTRIC'S famous "monitor top" refrigerator delighted homemakers with its efficiency and good looks back in 1933. But finding *new ways* to make kitchens more beautiful, more pleasant to be in . . . *new ways* to give America's women more and more leisure . . . has been among the basic aims of General Electric over the years. That's why today's General Electric refrigerator, with its new revolving shelves, is a marvel of streamlined efficiency and compactness that the 1933 housewife could not even dream of.

And so it is with America's leading home appliance finish—Du Pont DULUX Enamel. Constant research over the years by Du Pont chemists has resulted in a finish with rugged resistance to chipping, cracking, scratching and staining. *Now DULUX* is easier to clean . . . keeps its glistening white beauty longer than ever before! That's why the DULUX of today meets the most exacting requirements of *today's* topflight appliance manufacturers. E. I. du Pont de Nemours & Co. (Inc.), Finishes Division, Wilmington 98, Delaware.



"DULUX" ENAMEL

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



**America's leading home appliance finish
... has helped sell over 36,000,000 refrigerators!**



**What are YOU doing to insure
against sunburn in 1954?**

MANY DEALERS GOT BURNED IN '52!

SOME GOT BURNED AGAIN IN '53!



The Premium:

All you do is buy early!



FANS

The Face Value: (OR, WHAT YOU GET!)

- SHORT LINE
- FAST TURNOVER
- LOW INVENTORY
- GREATER PROFITS!

AMERICA PREFERS G-E FANS—

2 to 1!

That's Why...

G-E FANS

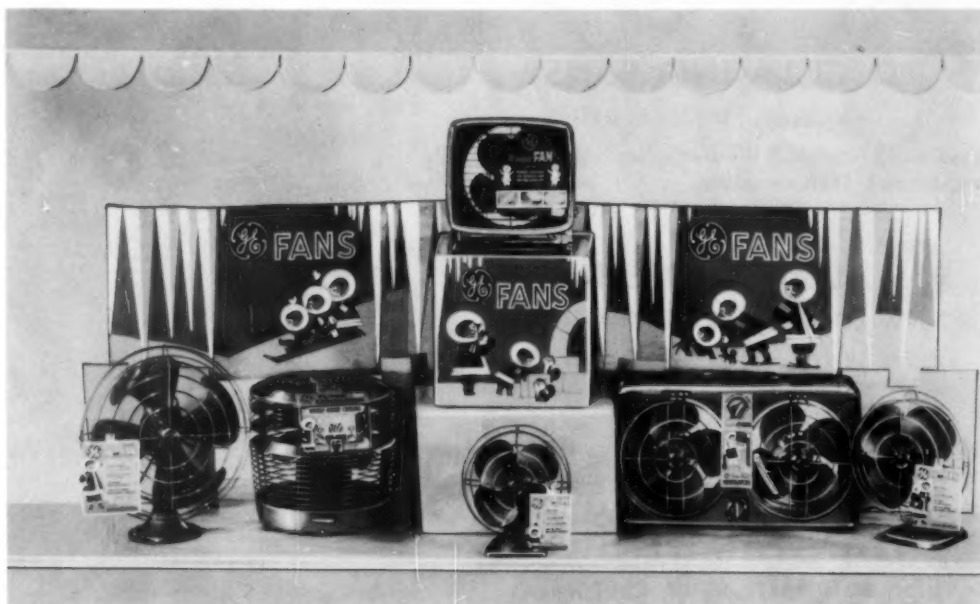
SELL OUT FASTER!

Your Beneficiary:



**YOUR CASH REGISTER,
OF COURSE!**

Coverage: Unmatched Display Coverage!

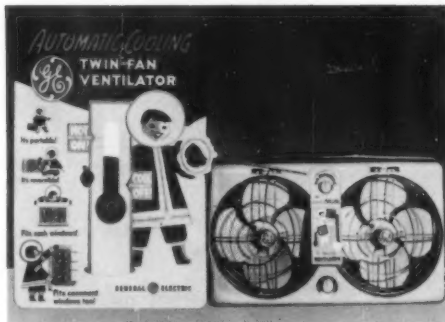


FREE

An eye-catching display is packed with every G-E Fan! Complete 7-piece Eskimo background comes in every G-E Floor Circulator carton.

Buy a set of G-E Fans and you can have a window like this! Take full advantage of this great offer . . . and your store will be headquarters for G-E Fans!

Action Displays That Will Stop 'em Cold *When it's hot!*



AUTOMATIC THERMOMETER DISPLAY. When "mercury" rises on this Twin-Fan Ventilator display, fans turn ON; when "mercury" falls, fans turn OFF . . . all automatically!



ANIMATED AIR STREAM DISPLAY. Dramatically demonstrates the unique air pattern of the G-E Floor Circulator. Shows how breezes are distributed to give whole-room cooling.



WHIRLING DISKS DISPLAY. Vividly points out bigger, broader air stream of the G-E All-Purpose Fan. Real, live-action motion . . . convincing proof of low-cost room cooling!

Unequaled Advertising Coverage!



MILLIONS OF HOME DEMONSTRATIONS ON TV! G-E Comedy Theatre presents RAY MILLAND in "Meet Mr. McNutley," every week during your best selling season!

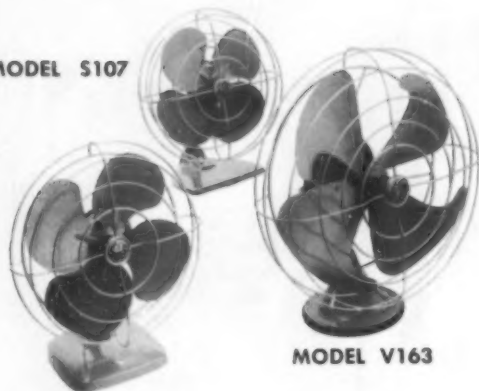
EVERY WEEK IN LIFE MAGAZINE right through your best selling season! Powerful ads featuring low-cost room cooling will be selling your best customers!



Your Assets:

The Fastest-Selling Line of Fans in America!

MODEL S107



MODEL S125

MODEL V163



OSCILLATING FANS

POWERFUL, MODERN DESIGN

Oscillating—or not! Whisper-quiet blades! Easy tilt adjustment. Wall mounting.



ALL-PURPOSE FAN

BIGGER, BROADER AIR STREAM

of G-E All-Purpose Fan cools much more than narrow air stream of old-fashioned fans. Brisk breeze spreads out—helps cool whole room.



MODEL A1



MODEL T1



TWIN FAN VENTILATOR

AUTOMATIC ROOM COOLING

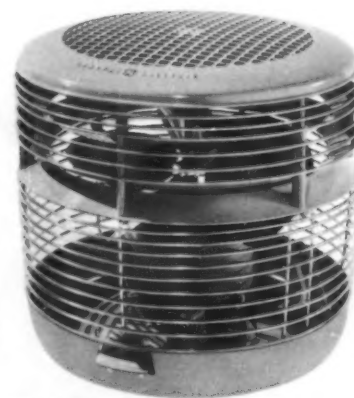
Fully automatic. Turns itself ON and OFF when temperature rises or drops. Portable! Reversible! Fits sash or casement windows.



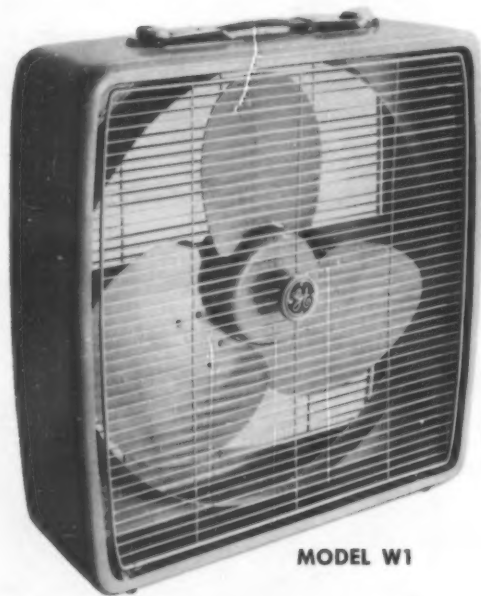
FLOOR CIRCULATOR

WHOLE-ROOM COOLING

Two fans in one for whole-room cooling. Cool air swirls from wall to wall, from floor to ceiling. Safety design. Can be used year round as hassock, table, TV seat.



MODEL F2



MODEL W1

And Here's Your Big, New Extra Dividend for 1954!

NEW G-E AUTOMATIC WINDOW FAN...

the answer to *MULTI-ROOM COOLING*! Completely automatic—turns itself ON and OFF as temperature changes. Portable! Reversible! Here's the biggest star in the window fan business! Be sure to get your bid in for this new sales leader! The General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

ORDER NOW!

INSURE YOUR BUSINESS AGAINST
SUNBURN IN 1954!

GENERAL  ELECTRIC

In 30 Days One Bank Wrote \$82,124 Worth Of Business With The Bendixplan!

[This happened in a retail trading area
of 156,000 people . . .]

That's just one example of how the Bendixplan is sweeping business into the laps of Bendix TV dealers and distributors. And there are scores more equally as spectacular!

Everywhere you read how credit has been tightened. Day after day you see big name appliance stores going to the wall.

And what's usually the reason? The "reserve clause" in financing that means the more units you sell . . . the more you impair your capital. Bendixplan has no reserve . . . no recourse!

73 Banks in 24 States

Seventy-three Banks, with 1,000 branches in 24 states now offer the Bendixplan.

Below we tell you exactly how this Plan operates to your benefit. Read it carefully. Then sit down and write, wire or phone A. E. Welch, at the address below . . . to see if you can make use of this Bendixplan. Do it today.

How the Bendixplan works

It's a simple plan. A plan sponsored by Bendix Aviation Corporation for its dealers and distributors who sell Bendix Television and Radio.

It's a three way plan.

1. In the contract between the distributor and Bendix Aviation Corporation the distributor's responsibility to the Bank decreases continuously, and he is almost always in a position to resell any repossessed merchandise to his dealer and recover his full investment.

2. Bendix will reimburse the bank for the difference between the distributor's liability and the defaulted value of the conditional sales contract.

3. The dealer agrees to repossess the television set only in case of default. He assumes no *recourse liability*.



Bendix Television

A DIVISION OF BENDIX AVIATION CORPORATION • BALTIMORE 4, MD.

More action on both sides of IN CHICAGO, IT'S



LARGEST AUDIENCE: Your advertising in the Tribune reaches hundreds of thousands more families than are reached by other Chicago newspapers. Sell the readers of the Tribune and you sell the people who buy most of the appliance store products sold in the Chicago market.



ACTION SETTING: In the Tribune you reach Chicago's best appliance store prospects in the medium they rely on most for buying guidance. When Chicagoans are ready to buy, they turn to the Tribune for this market's largest selection of buying suggestions.



TRADE IMPACT: A schedule in the Tribune is the most powerful brand promotion story you can place before a Chicago dealer. It will help you strengthen your distribution here because dealers know that Tribune advertising is the most effective selling help you can provide.



DEALER SUPPORT: Dealers push the lines their customers want to buy. Because your advertising in the Tribune brings far more pre-sold customers into their stores, it gets their backing for your line as no other medium can.

the counter explains why...

THE TRIBUNE 4 TO 1!

ACTION is what counts in today's competitive appliance store product field. As more and more brands achieve consumer acceptance, the manufacturer seeking to increase sales and strengthen distribution must make *action* the primary aim of his advertising.

On the record, the medium that delivers the most action on both sides of appliance store counters in the multibillion dollar Chicago market is the Chicago Tribune.

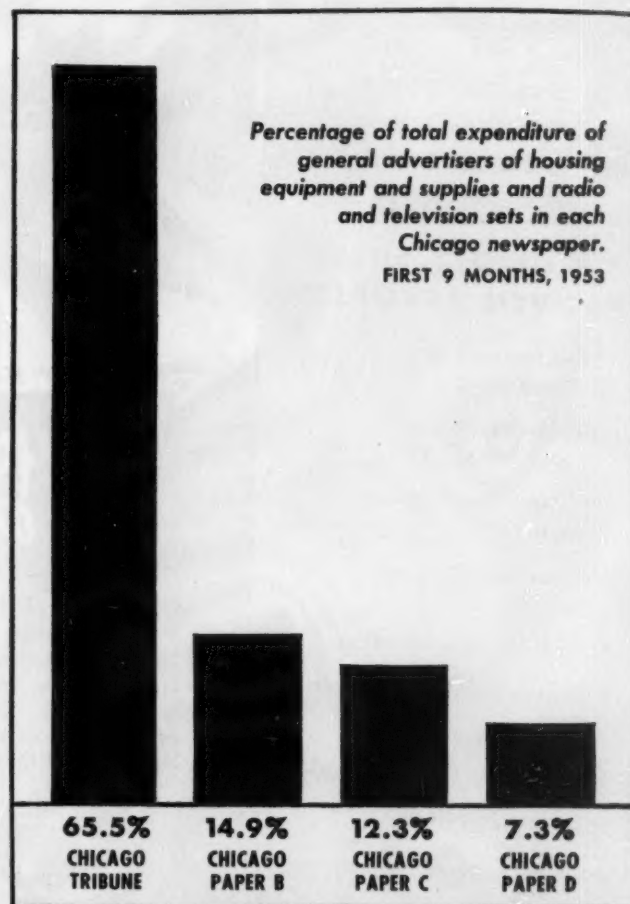
When you place your advertising in the Tribune it gains in effectiveness in four important ways, as illustrated on the opposite page. These four plus factors add up to more action for you—far more action than you can get thru any other medium in this key market.

As a result, appliance store product advertisers place in the Tribune over four times as much of their promotion funds as they place in any other Chicago newspaper—and, as shown by the chart, far more than they place in all other Chicago newspapers combined.

You take maximum advantage of the Tribune's ability to produce sales action by utilizing the valuable help available to you thru a Tribune consumer-franchise plan.

Designed specifically for your product, this plan analyzes your problems and determines your sales potentials in the Chicago market. It provides a first-hand knowledge of current selling conditions and helps you avoid costly errors.

Scores of other manufacturers have profited by Tribune consumer-franchise programs. The procedure can help you to get greater sales action for your brand in Chicago. For the full story, get in touch with a Tribune representative today.



For concentrated zoned advertising impact, ask about Selective Area Advertising!

Selective Area co-operative advertising is one of the most popular applications of the Tribune consumer-franchise plan. Thru a unique, zoned circulation feature, Selective Area enables you to give each of your

Chicagoland dealers virtually the full benefit of your advertising in his own neighborhood, at extremely low cost. Ask a Tribune representative for case histories and full information about Selective Area advertising.

CHICAGO TRIBUNE

THE WORLD'S GREATEST NEWSPAPER

ADVERTISING SALES REPRESENTATIVES	Chicago	New York City	Detroit	San Francisco	Los Angeles
	A. W. Dreier 1333 Tribune Tower SUperior 7-0100	E. P. Struhsacker 220 E. 42nd St. MUrray Hill 2-3033	W. E. Bates Penobscot Bldg. WOodward 2-8422	Fitzpatrick & Chamberlin 155 Montgomery St. GArfield 1-7946	Fitzpatrick & Chamberlin 1127 Wilshire Blvd. MIchigan 0259

YOU OWN THE STRONGEST CONSUMER FRANCHISE IN CHICAGO WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!

the great new 1954 line of

ROPER

automatic gas ranges

**IT'S NEW
THROUGHOUT**

- NEW SPARKLING BEAUTY
- NEW "STYLE-STREME" TOP
- NEW BALANCED FRONT
- NEW BRIGHT-FINISH
"SPILL-AWAYS"
- NEW "EMBASSY" DOORS
- NEW "GLAMOR-GRILL"
- NEW CONCEALED BURNER TRAYS

**PLUS ALL THESE
PROVEN FAVORITES**

- Wide Selection of Cooking Tops
- Popular "Insta-Set" Control Panel
- "Spectro-Matic" Burner Control
- "Insta-Matic" Oven Guardian
- Precision "Melody" Timer
- "Roper-Glo" Broiler Burner
- Comfort-Level Broiler
- Famous "Bake-Master" Oven
- And Many Others

CEO. D. ROPER CORPORATION
Rockford, Illinois

Sole representatives in
principal distribution centers



Built to "CP" Standards

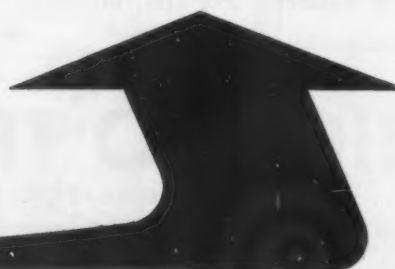
*Yours to sell
at a profit!*

Designed to give you many plus benefits in today's competitive market, the beautiful new ROPER models provide feature after feature that your customers want. There is a long line (includes 20", 30", 36", 40" and 60" models) ... a diversified line that provides the ideal answer to most every situation. Ask about ROPER Gas Ranges and ROPER "Dry-Aire" Gas Clothes Dryers, too.

Can be loaned in the Roper franchise. Send me complete information about its availability to my territory.

Company Name.....
Individual's Name.....
Street Address.....
City..... State.....

**Learn what the ROPER
franchise can mean to
YOU! ACT NOW**



APPLIANCE-RADIO-TV PICTURE

—CONTINUED FROM PAGE 12—

the same story. He added that his company was "playing inventory pretty close to the vest" and not stocking up for more than 60 days on anything, although he saw no immediate prospect for a recession or decrease in appliance sales.

Television sales reached new heights. Dealers in New Orleans, Atlanta, Birmingham and Memphis all noted a nice percentage of increase over December 1952. New stations and improved telecasting facilities in most of these cities helped out considerably. More TV sets were given as Christmas presents than ever before, also. Radio wound up the year with a very good sales record almost everywhere in the South. Clock radios sold particularly well.

Larger Items Maintain Average. The big ticket items apparently held their own. Averaging up the dealers reports, it is noted that refrigerators, home freezers and dishwashers were just about on a par with 1952; washing machines, air-conditioning units and television were up considerably, while ranges and water heaters were on the minus side; electric housewares sales hit a new high as did the sale of garbage disposal units. Dryers and ironers appeared to be under the 1952 mark but not heavily.

Outstanding events of 1953 which affected the appliance industry down South included the establishment of several new TV stations and the arrival of UHF, which greatly increased interest in the medium and directly accounted for more sales; the big business boom in Florida, which hung up new sales records for nine of the 12 months of the year and probably made this state the nation's leader in appliance sales on a comparative basis; the long drought and intensely hot weather in Texas, which cut heavily into sales for three months of the year; the assumption of sales leadership by utilities, which carried the ball and set the pace for dealers throughout the year with excellent and timely promotions and sales campaigns, and finally, the absence of crippling strikes which always cut into buying.

Dealers Should Not Complain. So much for 1953 business. The year will go into the books, along with the previous year, as the best in appliance sales history and, except for such ever-present headaches as low margins, high rents, price cutters, inadequate sales help and tough competition, dealers should not have too much to complain about.

For the months ahead, the major immediate concern down here centers around credit and inventory. Both are wisely being tightened at the dealer level, since the era of boom selling has waned and leveled off to a steady movement of goods. On inventory, the rule now seems to be for the dealer to carry only what he can

(Continued on page 30)

SELL **DIEHL'S** DISTINCTIVELY DIFFERENT 1954 Fan Line

It's **TOPS** for year-round profits!

New sales-stimulating fans, with new outstanding features—plus Diehl's established and diversified line of fans for residential, commercial, institutional and industrial uses—assure quick, profitable turnover the year round.

Get an Early Start

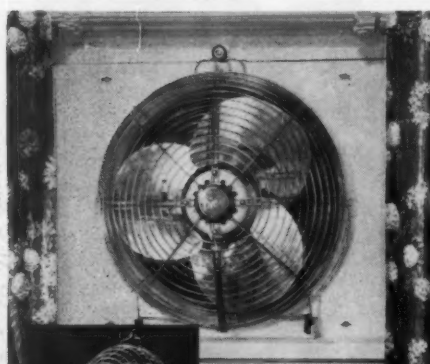
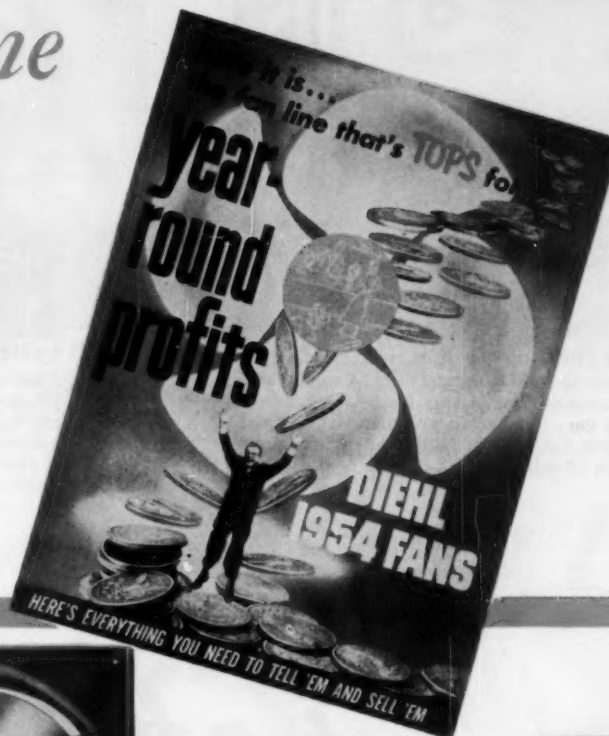
DIEHL helps you sell . . .

New colorful selling kit packs a power punch. New demonstrator displays let customers convince themselves.

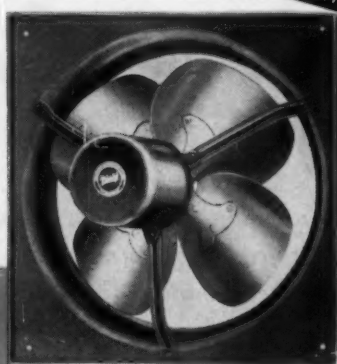
New four-color catalogs—envelope enclosures—window streamers—counter cards.

Also manuals, newspaper mats, window decals.

WHEN YOU SELL DIEHL FANS YOU SELL QUALITY



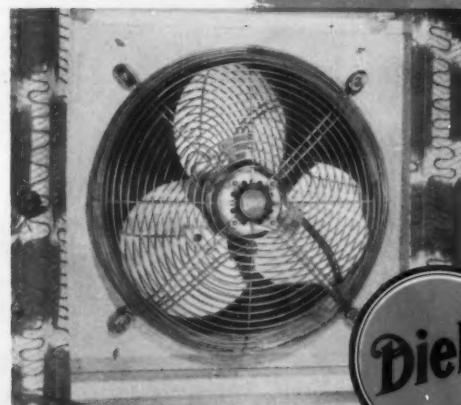
New 16-INCH CONVERTIBLE 2 SPEED REVERSIBLE VENTILATOR with detachable Fan Assembly for use on table or floor.



New 16-INCH popular-size addition to the Diehl Exhaust Fan Line (sizes 16 to 36-inch diameter).



ATTIC VENTILATORS
24 to 48-Inch
Standard and Package
Unit Models.

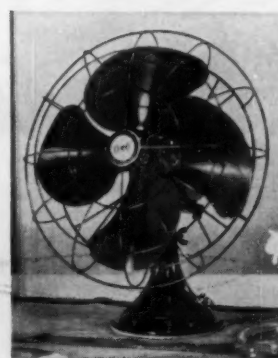


New 24-INCH 2 SPEED REVERSIBLE WINDOW-TYPE VENTILATOR

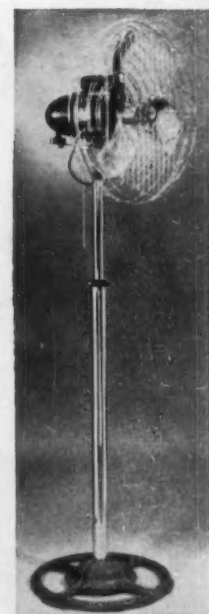
Companion to the popular 20-inch model.



TABLE AIR CIRCULATOR
It's a fan—It's a table. Year-round dual utility.



DESK AND BRACKET FANS
10, 12, and 16-Inch
Popular and Quiet Oscillating Models.



AIR CIRCULATORS
24-Inch Oscillating
24 and 30-Inch Non-Oscillating—Floor, Counter, Wall and Ceiling Models.
also
16-INCH OSCILLATING PEDESTAL FAN

DIEHL MANUFACTURING COMPANY

Electrical Division of THE SINGER MANUFACTURING CO.

Finderne Plant, SOMERVILLE, N. J.

District Offices: Atlanta Baltimore Boston Chicago Detroit New York Philadelphia Worcester

Atlanta • Boston • Chicago • Detroit • New York • Philadelphia

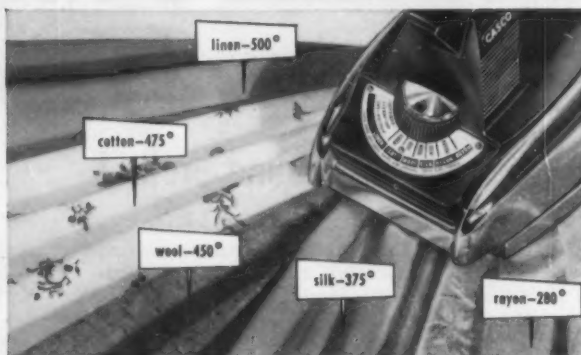
Well balanced
warehouse stocks
carried in:

2287

ONLY CASCO GIVES YOU ALL THE



FILLS RIGHT FROM THE TAP! Drip-Type irons recommend the use of distilled water that costs up to \$15 a year, but not Casco, thanks to its stainless steel construction that resists corrosion! For with Casco you just flip up the top . . . use plain tap water wherever you live, wherever you go. No fussing with bulky bottles, measuring cups or funnels . . . no on-off valves to stick or leak.



CASCO HAS 5 HEAT SETTINGS For Rayon-to-Linen steam ironing. With ordinary irons that switch steam "on" and "off," you get only 1 sole plate temperature for steam ironing. Only with Casco can you properly steam iron every single fabric you own, from stubborn linen that requires about 500 degrees to sensitive synthetics at about 280 degrees. Only Casco gives you 5 fabric settings for steam ironing *plus* 5 more for dry ironing.

In goes the tap water!

You just flip up the top, and fill your Casco right from the tap . . . as carefree as getting a glass of water. Casco's built in funnel eliminates "eye-dropper" filling and in a wink you're ready to enjoy the easiest ironing of your life.

Out comes the steam!

THIS HIGH-POWERED DOUBLE SPREAD AD

THE SATURDAY EVENING
POST

out
March 24, 1954

in the big circulation

SPARKS ANOTHER THUNDERING

\$1,000,000
CAMPAIGN for '54

with 28 double spreads, big full pages and half pages in 11 top national magazines all through the year—plus local market TV programs, radio spots and newspaper advertising



ADVANTAGES OF IRONING WITH STEAM



STEAMS UP TO 1 HOUR OR MORE ON A SINGLE FILLING!
What a work-saver, what a time-saver *that is!* No pausing every 20 minutes to refill as with ordinary irons. Casco steams generously, eliminates tiresome sprinkling and the bother of press cloths. You breeze through a whole week's laundry in jig time, you do "touch-up" jobs quickly, easily. Now you'll want to iron everything with steam . . . it's so much easier than dry ironing!



IMAGINE! CASCO STEAMS UPRIGHT TOO! With other irons that steam only when they are flat on the ironing board, you miss many extra conveniences only Casco gives you. For Casco steams upright as well as horizontal . . . you can steam draperies without taking them down; put the finishing touches on a jacket without removing it from the hanger; steam velvet or suede gloves, hats, handbags, give them renewed life.

There goes the work!

Slacks, shirts, blouses, table linens . . . everything seems to fly off your ironing board with Casco! Why you can finish even a week's wash in a fraction of the time you did before! Casco is so lightweight, so streamlined . . . so comfortable in your hand! Check ALL the work and time-saving features of Casco at appliance department, jewelry and hardware stores, \$19.95

Ask your dealer for a

15 Day Free Trial!

Prove to yourself on your own laundry . . . that Casco is the greatest time and work-saver you ever owned!



and YOU GET YOUR CHOICE
OF 2 TERRIFIC

Super
CASCO
STEAM & DRY IRON

EXTRA-PROFIT OFFERS

(SEE NEXT PAGE)

CASCO EXTRA-PR

EXTRA
PROFIT
OFFER
"A"

WITH YOUR ORDER FOR ONLY
11 NEW MODEL N-3 CASCO IRONS

YOU GET THIS \$19⁹⁵ IRON

for only \$39⁹⁵
Excise Tax Included



FOR
YOUR

DEAL
"A"

PROFIT \$95⁶⁴

CASCO PRODUCTS CORP., BRIDGEPORT 2, CONN.

QUALITY MANUFACTURERS OF FINE
HOME APPLIANCES FOR OVER 30 YEARS

OFIT DEALS for '54

EXTRA
PROFIT
OFFER
"B"

WITH YOUR ORDER
FOR ONLY 6 NEW
MODEL N-3 CASCO IRONS

With Your Order for Deals A & B
You Also Get Valuable
**Tie-in Display and
Merchandising Material**

FREE!



YOU GET THIS \$19⁹⁵ IRON

for \$8⁵⁰
only

Excise Tax Included

DEAL
"B"

YOUR
PROFIT \$54⁸⁹



Mr. Dealer—

IMPORTANT

In spite of substantially increased production in 1953, Casco has been unable to keep up with orders that have been flooding in since July of 1952... keeping us continually oversold. However, new equipment, new machinery and greatly expanded plant facilities will, we hope, enable us to keep up with the ever increasing demand for Casco. Once again — we are glad to be able to offer our dealers another limited opportunity to make some welcome extra profits with Casco . . . America's most wanted Steam and Dry iron.

OFFERS LIMITED

MAY BE WITHDRAWN WITHOUT NOTICE

ORDER NOW
THROUGH YOUR WHOLESALER!



**"Electrically
Reversible**

Viking Big Fan Cooling

... a Sure Sale Every Time!

Here's How it Works!

Quietly pushes all of the hot air out of the owner's home at night. Pulls cool night breezes in through other open windows. Distributes it evenly through the rooms they want to cool. During the day, a quick snap of the Push Button controls electrically reverses its four big blades to pull fresh air through the fan mesh. Fits any double-hung window — 52" and wider. Has two speeds for both intake and exhaust operations. Easily installed. Optional Automatic Timer for extra convenience of customers who want it.



"Helps Me Sell From Start to Finish..."

The customer gets hot and wants to cool off. He sees or hears one of our Viking selling messages. Sounds good so he drops in. He sees the Fan on our Viking Store Display. By the time I get a chance to help him, he's ready to order. When you have a unit that does such a good cooling job for such a low price and give it the support of radio, television and newspaper ads, you get customers in to see and buy it. I'm going along with Viking Big Fans again this year". **These ideas from W. J. McGraw of Edward W. Lochman Co., Kansas City, Mo.**

To the man who wants low cost multi-room cooling that lets him and his family sleep comfortably every night all summer long, this new Viking "955" Window Fan is a sure sale." **That reaction from dealers reported by Viking Representative Bill Sieben-thaler of Shawnee, Kansas.**



"Year After Year a Big Volume Item



We can sell dealers once but sales results keep 'em coming back for more. And year after year they place big orders with us for these Viking Exhaust Fans. It's little wonder, because the cooling principle behind them is sound and they give the customer a real bargain in cooling". **This good news from Art Treu, Sales Manager of Forslund Pump and Machine Corp., Kansas City, Mo.**

**Get Volume Cooling Sales
Order Viking Big Fans Today!**

"One Unit Inventory Makes Most Sales..."

Viking's Big Fan fills the bill for most of my customers. Just the size to get volume sales. Saves me storage space, inventory investment and customer confusion. For the ones that want extra convenience, I offer the automatic timer.

This endorsement from Robt. E. Jakobe of J. G. Jakobe & Sons, Kansas City, Mo.

We can install it quickly on the spot. Actually amounts to two models. Those are a couple of specific things I like about it but best of all I go for sales results. I got volume last year and I will again this year".



Place Your Viking Big Fan Order Early!

Viking
Air Conditioning

DIVISION OF THE NATIONAL RADIATOR COMPANY
5601 Walworth Ave., Cleveland 2, Ohio



Viking "955"
Window Fan



Viking
Attic Fans



Viking
"Arid-Zone" Dehumidifier

Other
Viking Products
Blower Assemblies
Blower Packages
Humidifiers

APPLIANCE-RADIO-TV PICTURE

—CONTINUED FROM PAGE 24—

sell in the immediate future and to this end, he is more and more resisting the pressure of wholesalers and manufacturers to stock up. At this writing, there is a plentiful supply of everything but little glut in anything which a healthy promotion or selling campaign won't cure.

The Great Lakes



By FRANK A. MUTH

Christmas sales good . . . Some special ads . . . Weather tem-pers sales . . . No problem for color . . . Good plans for '54 . . . What looks good.

RIGHT after the Thanksgiving holiday, dealers viewed with a jaundiced eye the Christmas season. However, the first day after Thanksgiving, dealers and department stores in Cleveland did tremendous business.

But then the expected rains came. Business seemed dead for a couple of weeks. "We're off this year for sure" was heard from everyone, but three days before Christmas, a dealer reported that his customers abounded with Christmas spirit, in fact, fairly reeked with it.

More. More. More. "We've had more customers than we ever had at Christmas time," one dealer reported, "but with less dollar volume than in the past. I guess we're 25 percent ahead in traffic, but off about 40 percent on TV volume and total appliance volume is down 30 percent. It isn't as bad as it could have been because our traffic and small appliances were up in volume. Record player sales increased 100 percent, clock radios 50 percent, and hi fi was selling exceptionally well.

Run of the Ads. Out of 18 dealers and distributors checked in early January, 12 said they didn't have any special ads for Christmas and only three had ads that were different from previous years. One of these dealers from Lexington, Ky. had a Santa Claus parade through the main street to

(Continued on page 32)

Osterizer[®] SELLS

because only Oster[®]

1. Has gone all-out to educate women to the value of a blender: saves them hours of food processing time, gives them more time to relax, saves them up to 1/4 the cost of food bills...
2. Offers the industry's biggest, most aggressive national advertising to sell 'em BIG—campaigns tied-in with specific gift-occasions as well...
3. Has made women want not just any blender—but an OSTERIZER. Because of these outstanding plus-features—



Only the OSTERIZER has a glass container open-both top and bottom with exclusive leak-proof Flex-O-Matic seal.



The OSTERIZER fits any standard canning jar to permit easy storage without transferring ingredients. You waste nothing!



...and now here's the latest promotion!

Nationally Advertised FREE \$3.00 famous Mary Meade Blender Recipe Book to customers when they buy their Osterizer. A \$42.95 value for \$39.95! Over 500 taste-tempting recipes FREE!

Special tie-in helps—Window streamers to pull in traffic! Newspaper mats to tell 'em you have it! Circulars to pass out, envelope stuffers! Colorful display featuring the Mary Meade Cookbook and the OSTERIZER!



CALL your Oster Distributor today—or use the handy coupon for full information.

John Oster Manufacturing Co.,
Racine, Wisconsin



YES! I want full details on your money-making Osterizer Promotion!

Name _____

Position _____

Store Name _____

Address _____

City _____ Zone _____ State _____

"STAND OUT" Styling for outstanding Sales

Air King

**your
most
complete
line**



*more handsome
more versatile*

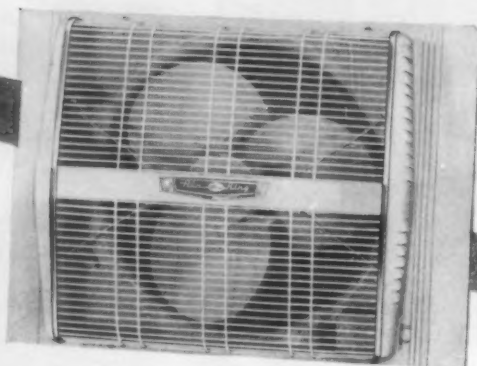
FAN-MOBILE

The 1954 Fan-Mobile features attractive steel chrome grill, lustrous ivory finish and brilliant chrome trim. FAN HOUSING IS REMOVABLE FOR SEPARATE USE. New full 180° up or down tilt adjustment... improved height adjustment from 22" to 37". Ideal for one room, entire apartment or small home. 3 speeds; rubber wheels; 16" blade. Priced to offer real value.

Ask your jobber or write for fully illustrated catalog to

BERNS MFG. CORPORATION

3050 NORTH ROCKWELL ST. CHICAGO 18, ILLINOIS



America's smartest WINDOW VENTILATORS

Streamlined, shallow design that is unequalled in appearance... trim and modern... beautifully finished in lustrous Ivory baked enamel. **ELECTRICALLY REVERSIBLE—WITH TWO SPEEDS FOR BOTH EXHAUST AND INTAKE**... to cool an entire small home or apartment. In 16-inch and 20-inch models at sales-making prices.

Same handsome design available in 10-inch and one and two speed 12-inch manually reversible models... also 20-inch standard (exhaust only) model.

most attractive CIRCULATOR on any floor

LOW COST Handsome styling with rich Mahogany finish combined with typical Air King quality and efficiency make this the easiest-to-sell Floor Circulator ever offered. 11 speeds. Safety design. Rubber mounted legs. 12-inch model at a price everyone can afford.



DRI-AIRE Electric Dehumidifier Rich console style

Luxurious Mahogany finish with sparkling Chrome grill, bumper strip and handles to look "at home" in any interior. Measures only 13" x 18" x 20"; extremely quiet operation. Dehumidifies up to 10,000 cu. ft.; removes 2 to 3 gals. every 24 hours. Removable drawer type container. Equipped with non-marking rubber covered casters. Economically priced for easier sales.

Automatic Timer optional and extra. Starts Dehumidifier once every 24 hours... operates it for the number of hours selected.



APPLIANCE-RADIO-TV PICTURE

—CONTINUED FROM PAGE 30—

his store (out several blocks from the main business district), and this was played up for several days in different ads. Another emphasized free gift wrapping and delivery of all small appliances. They also guaranteed installation before Christmas for home laundry equipment bought at least two weeks before Christmas.

Color—No Problem. Color doesn't seem to be much of a problem to date. One dealer in Cleveland said "It will affect all TV sales until the color sets are shown—then it will help sell B & W sets." A Pittsburgh sales promotion manager said that "color was no big problem in December; however, the industry will have to 'unsell' color in 1954." The present thinking from the dealers and distributors in the upper Mid-West is that color is from one to two years away. It seems that there are some skeptics concerning the much ado about color TV. One dealer thought that manufacturers should do more advertising about color being impractical at the present time—both for mass production, and a price item for the majority of the public.

Promotional '54. Distributors seem to be planning more auspicious promotions for 1954. A Pittsburgh promotion manager thought that more diversified plans would be the answer in their distributorship. A Covington, Ky., distributor plans about 50 percent more advertising this year, whereas a Canton, Ohio distributor says: "Everyone aims at better promotion programs every year. However, to get ahead we are going to promote our service department, which is the largest in the area. We feel that is what we have to offer our customers over and above just selling them and forgetting them."

What Looks Good. Laundry equipment was one of the best 1953 sellers for most dealers. Some places report that TV was still good. Others point out that two of the hottest items were garbage disposal units and built-in ranges. But also in the running were steam irons and rotisserie broilers. Dealers are pretty well agreed that laundry equipment and air conditioners running a close second will be the industry's leaders this year.

Inventory doesn't seem to be the great problem it was a year ago. Right now, dealers find that ranges and refrigerators are creating the biggest problem. A Columbus, Ohio dealer reports that he has no inventory problem, but another dealer near Columbus (Newark, Ohio) said that small appliances were a problem. "There was too much discount selling on housewares during the Christmas season," he reported, "and since we don't sell on a discount, we were left with merchandise. Maybe we overbought, too. But it would have been fine if the discounts hadn't hurt us."

(Continued on page 36)

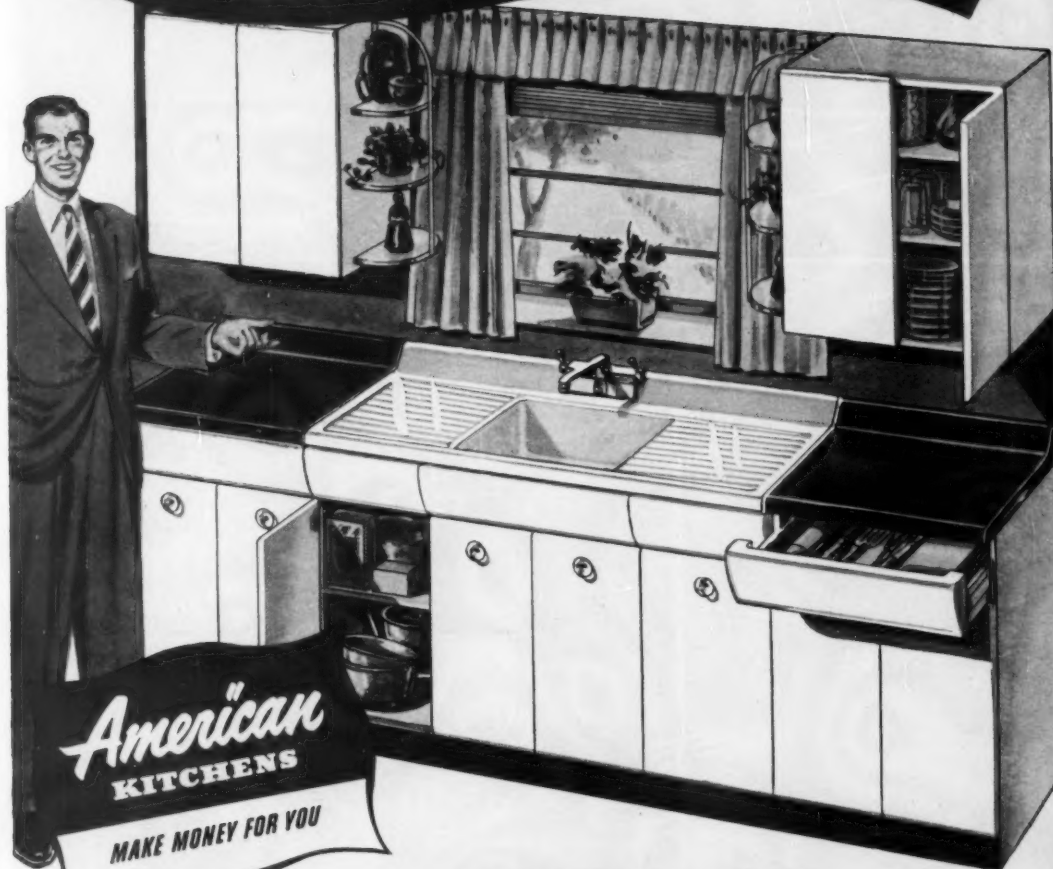
TIE IN WITH \$1,000,000 WORTH OF PUBLICITY

Mrs. America of 1954 tells your customers

SAVE \$70.00

on my special

"MRS. AMERICA KITCHEN"



**OFFER A COMPLETE
AMERICAN KITCHEN—ONLY**

\$299.95


HERE'S A BIG ONE! Backed by all the prestige, publicity and excitement of one of the biggest events of the year, the Mrs. America Contest of 1954. Tie-in with a million dollars worth of publicity in movies, radio, TV, magazines and newspapers... offer the official Mrs. America Kitchen—a complete 8-foot kitchen for the rock-bottom price of only \$299.95!

What an offer! What a traffic builder for you! Now everyone of your customers can afford a big, modern American Kitchen... and you can offer

them this bargain for less than the cost of a deluxe refrigerator! Watch those sales jump!

HERE'S WHAT YOU CAN OFFER!

- Big 54" double drainboard, double bowl sink.
- Deluxe aerator faucet, push-button spray.
- Two 21" base cabinets, tops in colorful lifetime vinyl.
- Two 21" wall cabinets. No dirt-catching handles.
- Two what-not shelves—to round out the kitchen.

AMERICAN KITCHENS DIVISION  CONNERSVILLE, INDIANA

WIN

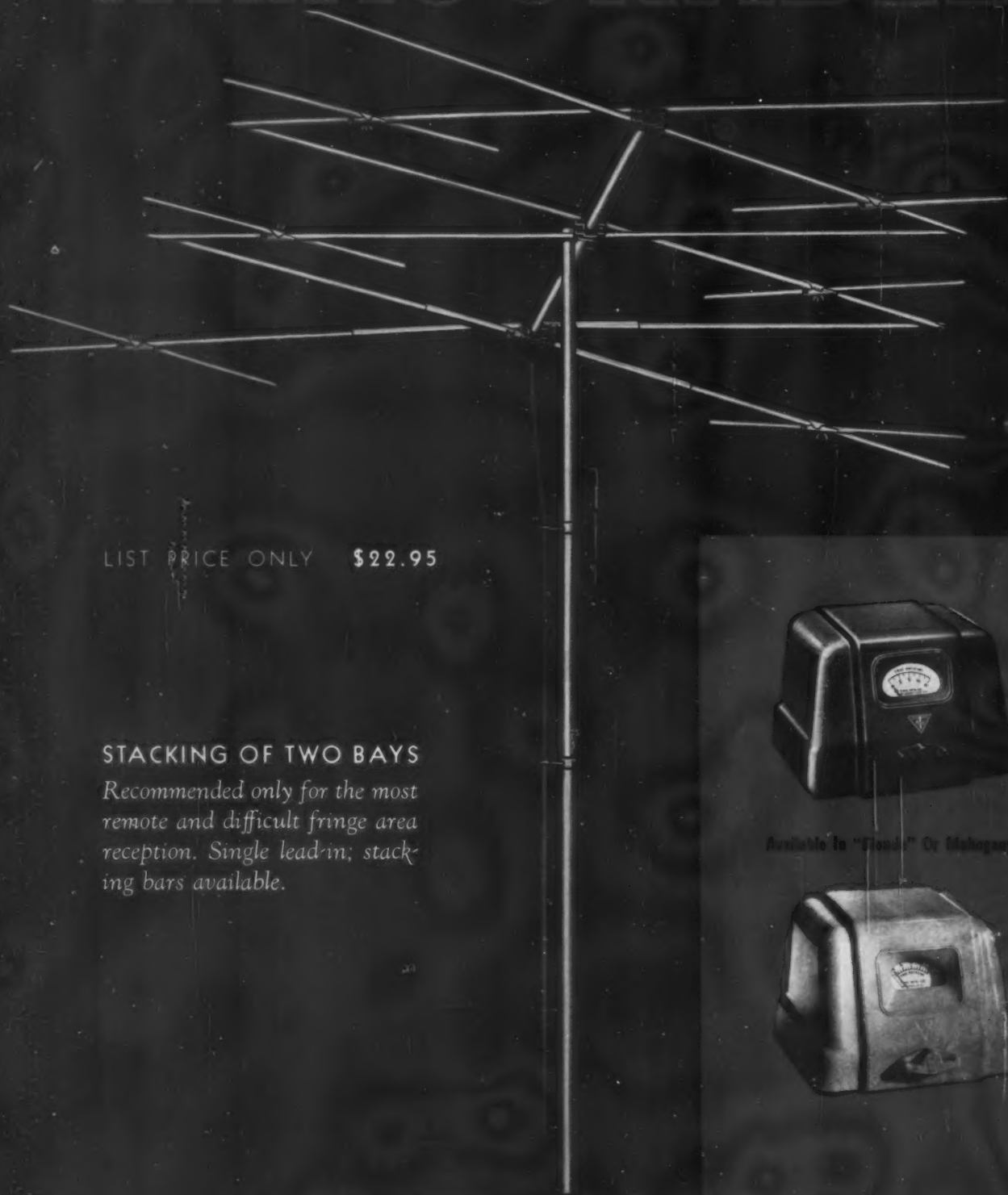
**Box Seat
All-Expense Trip to
Indianapolis 500-Mile Race**

Contact your distributor today for full details and entry form for American Kitchens fabulous "Race for Riches" Contest.



**ERNA SNYDER
"Mrs. America of 1954"**

MEASURABLE



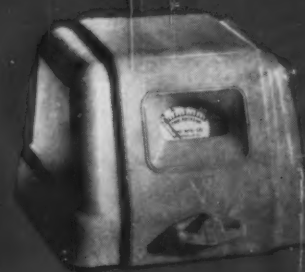
LIST PRICE ONLY \$22.95

STACKING OF TWO BAYS

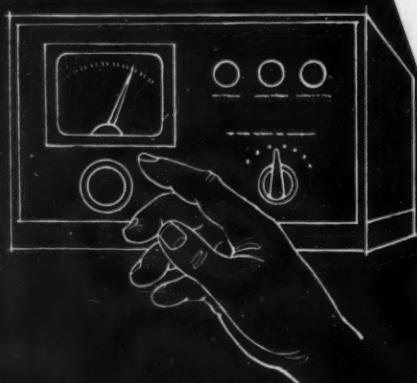
Recommended only for the most remote and difficult fringe area reception. Single lead-in; stacking bars available.



Available in "Flond" Or Mahogany



higher gain than any other
All-Channel VHF Antenna!



New TRIO "TWIN-SIX"
 (channels 2-83)

ONE BAY DOES IT ALL

- No stacking necessary for most fringe areas.
- Exclusive Zig-Zag principle provides that additional gain.
- Single lead-in operation.
- Excellent UHF reception in primary and near fringe areas.
- Rugged "bridge-type" construction, low wind resistance, attractive appearance.
- Performance proved in thousands of actual installations.

America's Most Dependable

TV ROTATOR

- ✓ Only rotator that provides a 2 year guarantee.
- ✓ Only rotator with 2 motors.
- ✓ Only rotator that passes the 200 lb. weight test.



TRIO

TRIO MANUFACTURING COMPANY,

GRIGGSVILLE, ILLINOIS

CONTINUED FROM PAGE 32

The Far West



by HOWARD J. EMERSON

Dealers expect hard year—with business there for the fighting . . . New appliances will play important roles in '54 volume . . . TV inventories down

AS the appliance-TV industry in the Far West settled down after the New Year's there seemed to be good reason to consider again the statement of Phil Corrin, v. p. of Bullock's department stores in L. A.: "What the present business picture lacks in clarity it makes up in confusion."

On the surface, it would appear to an observer that the industry is properly confused. Yet further analysis shows that this confusion is not about "what" but about "how", and there's a big difference at dealer level. No dealer interviewed in the last month was wearing rose colored glasses as he looked at the new calendar. Any dealer with a chance of being in the same business a year from now is currently in full realization that 1954 will be tough—that he can anticipate little if any relief from trade diversion, that prospects are getting more difficult to convert into customers, that costs of operation are not going to drop by themselves, etc. Most dealers seem to feel the way V. C. Redman, commercial sales manager of PG&E expressed the challenge of 1954: "There is plenty of evidence that we will have both merchandise and customers. How we put the two together will determine whether 1954 will be a happy and prosperous new year."

Cautious Optimism. In line with a general atmosphere of cautious optimism, dealers out here began weeks ago to get their inventories into shape for the coming of 1954 models and for the normal January-February drop in volume. This observer believes that white goods inventories at retailer level in most sections of the Far West are at the lowest level since the times of war-created shortages. In television, the situation varies according to market areas, but in those markets established by pre-freeze stations, inventories of most dealers have reached

the situation suggested by NARDA back in November when that organization recommended that dealers keep inventory slightly below 1952 level, "carrying at least floor samples of what the distributor has most of and selling this merchandise hard, even if it must be done from distributor rather than dealer inventory. . . ."

New Items, New Volume. Most speakers and writers during the past year have advised dealers to look to the newer appliances sales opportunities and for volume to replace that which previously had come from refrigerators. And there is even more reason. During the last three months, automatic washers have been a life saver to many dealers, and the volume from dryers is showing up pleasantly in the dealer's re-cap of 1953 business. In northern California automatic washers and dryers were the only major appliances to show any substantial gain in sales during 1953—with the dryers registering a 20 percent gain. Heavy promotion by PG&E in one month, 1,150,000 stuffers, plus daily and weekly newspaper ads—has been a big factor. Similar promotions by the San Diego utility, the Los Angeles Dept. of Water and Power, are sparking dryer sales in those areas, although their efforts have been hampered by a three months delay in the coming of the winter rains. In British Columbia dryer sales are running three times the volume of the previous year.

Interest of the Electric League of Los Angeles in the fate of the television set market in that "third largest city" has resulted in the development of interesting statistics. The league has just released the results of a survey made by Tele-Census. It shows the following situation in that area of 1,750,000 sets: 43.7 percent have had their set more than three years. 24.3 percent have sets between two and three years of age. Already, 11.6 percent of the set owners have been involved in the trading of one set toward the purchase of another. Asked what size screen they had in mind when thinking of getting a color receiver, 54.4 percent said they thought of 20-21 inch screens. And 15.6 percent of the people expected color on screens 24-in. or larger. On another question, 63 percent of set owners said that \$500 would be too much to pay for a 21-in. color receiver. If color became available in early 1954, only 15.7 percent said they would plan to buy a set.

TV-30-Sec. Spots. Many of the permanent appliance-TV dealers in cities recently getting a TV station have taken an interest in station KFVA, Anchorage, Alaska. These dealers are hoping that the transient dealers who set up shop for six months in each new TV market will try to dip into the Anchorage TV gravy—and freeze there. Pacific T&T is sinking \$800,000 to add another microwave link between Sacramento, Calif., and Portland, Ore., part of a \$2.6 million program to improve TV facilities in the Northwest. **End**

Deep fryer news!

Exclusive
2-WAY COVER
makes big hit!

WEST BEND

\$24.95
INCLUDES CORD AND EXCISE TAX

electric 8 in 1 Deep Fryer-Roaster-Server

A West Bend exclusive makes a big hit with housewives.

Reversible tray-type cover rests on specially designed ring-type knob to provide firm base for food-filled basket.

Protects table top when draining, adding food, or serving. This nationally advertised, more-for-the-money appliance is not only a deep fryer but an electric roaster and table-styled server as well. It's useful, too, for cooking, steaming, blanching, stewing, and warming. Uses only 3 pints of oil for deep frying. Popularly priced with excellent mark-up.

Order today for spring selling.

BIG, FIRM-GRIP HANDLES MEAN CARRYING SAFETY

WONDERFUL FOR BUFFET SERVING — BEAUTIFULLY STYLED

COMPLETE WITH ALL ACCESSORIES AND FULL COLOR RECIPE BOOKLET

ECONOMICAL — USES ONLY 3 PINTS OF OIL FOR DEEP FRYING

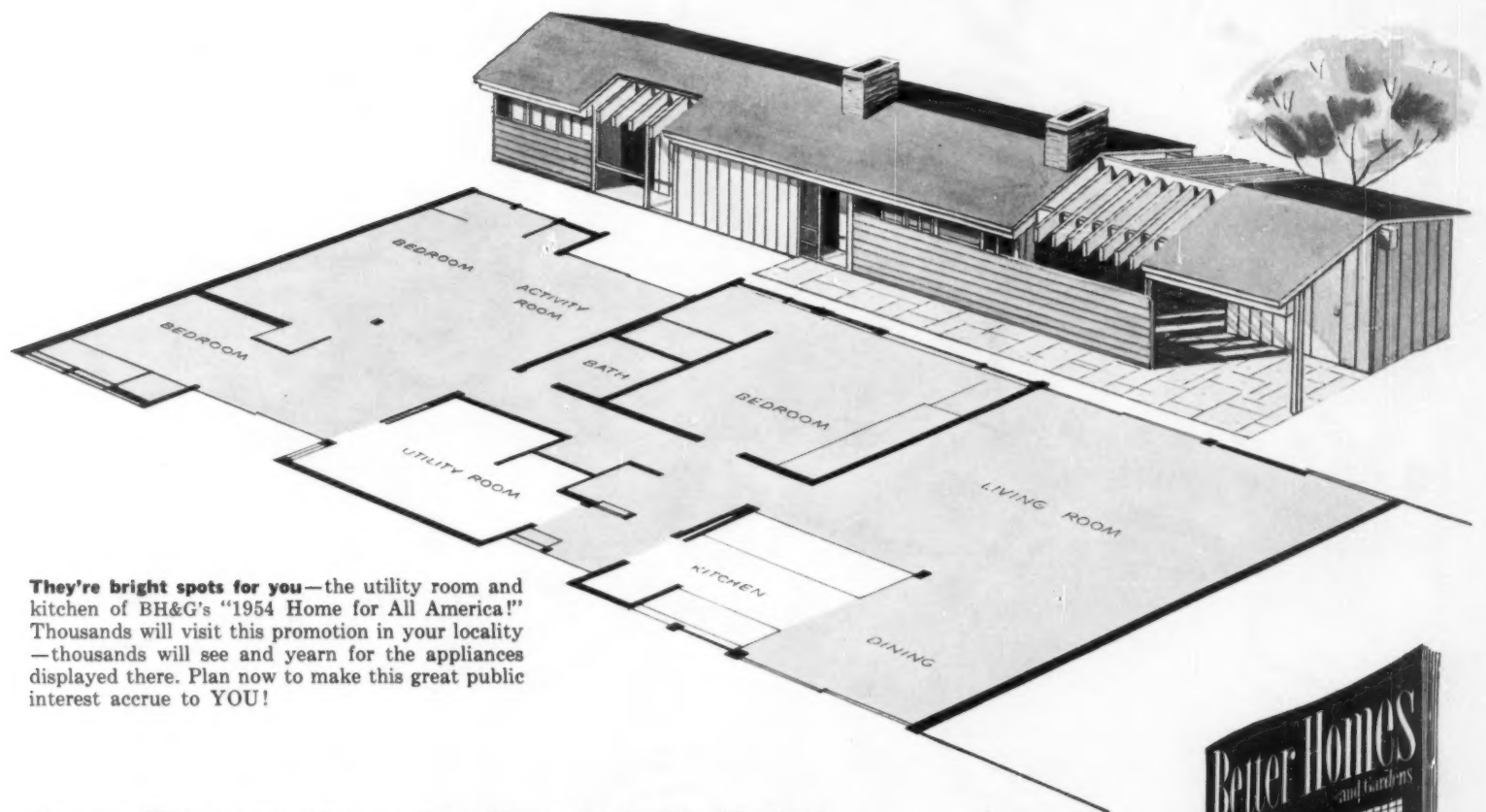
WEST BEND ALUMINUM CO.
Dept. 162, WEST BEND, WISCONSIN

Plan now to

Sell More Appliances

through Better Homes and Gardens

"1954 Home for All America!"



They're bright spots for you—the utility room and kitchen of BH&G's "1954 Home for All America!" Thousands will visit this promotion in your locality—thousands will see and yearn for the appliances displayed there. Plan now to make this great public interest accrue to YOU!

Over a million people visited the Better Homes and Gardens "Readers' Choice" Home in 1953—far and away the greatest throngs ever drawn to such an event! And all signs point to an even greater success with the promotion of the BH&G "1954 Home for All America!"

Once again it will demonstrate a vital fact—that a magazine which can move such tremendous throngs is also a *prime mover of any consumer goods or services.*

The "1954 Home for All America" will be announced to the public in the September issue of Better Homes and Gardens. Meanwhile see how you can tie in and profit. Write to Better Homes & Gardens Merchandising Division, Des Moines, Iowa.

P.S. **TO TV DEALERS**—Look for BH&G's February article "COLOR TV? SURE—BUT WHEN?" It will help you dissuade consumers holding out for color TV—it will help you nail down sales right NOW!

Serving over 3¼-million families—screened for the BUY on their minds!



MEREDITH PUBLISHING COMPANY, DES MOINES, IOWA

International Harvester presents new faces...



Never before a refrigerator so *lovely to look at* as this! Its clean, new lines will give a fresh, new look to your entire kitchen. No other like it—ever! No other you can *decorate* to match your kitchen color scheme. This is the refrigerator you just *have to see!* 7 all-new models. Find your IH dealer's name in the yellow pages of your phone book.



NEW "Space-Saver" upright freezers! Same smart, new styling as new IH refrigerators. You can decorate if you wish.



NEW chest-type freezers! Counter-top lid gives you an extra working surface that will save you lots of steps.



NEW air conditioners! Greater cooling capacity—higher humidity removal—lower operating cost. 5 models, 4 sizes.

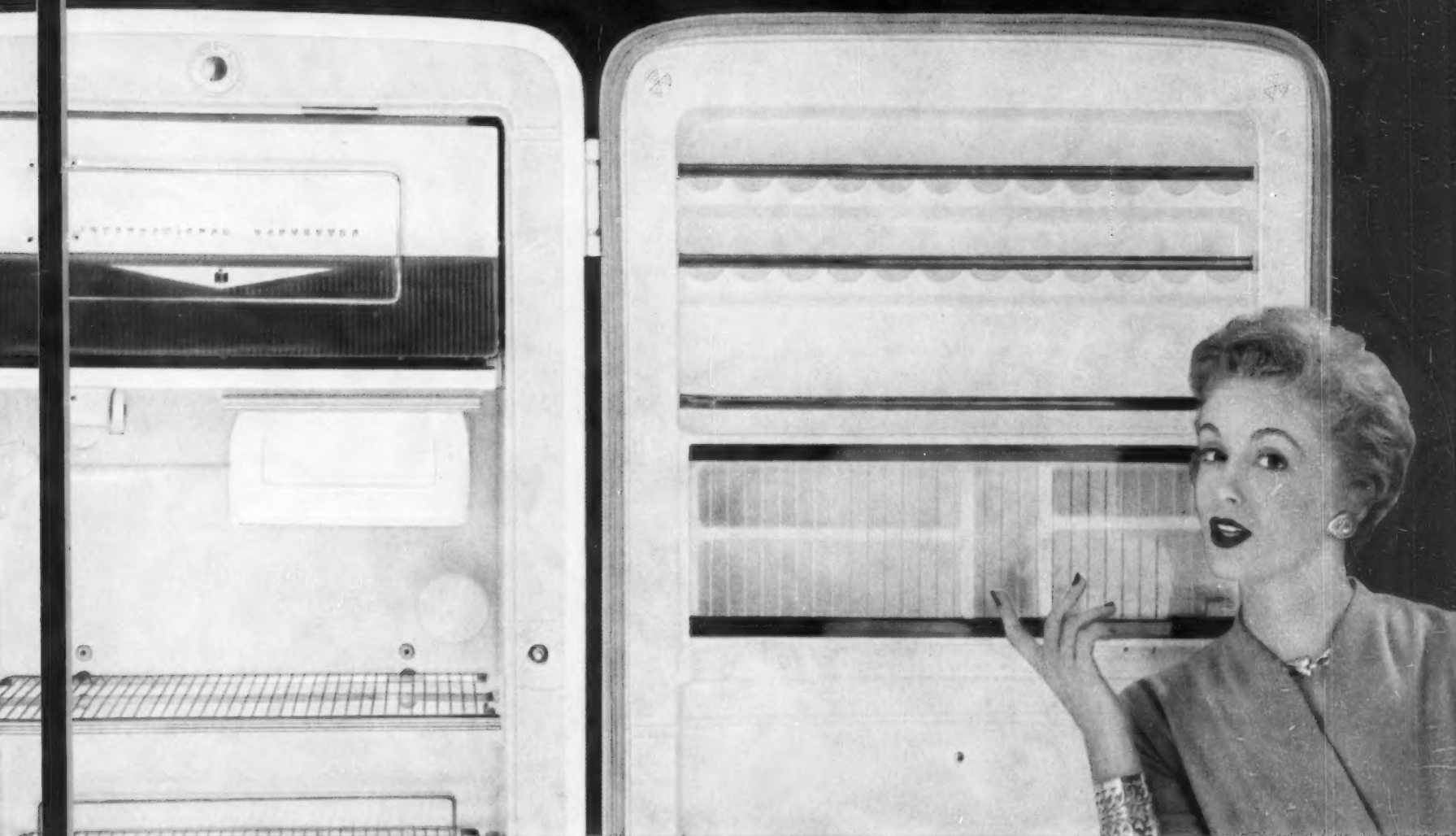


International

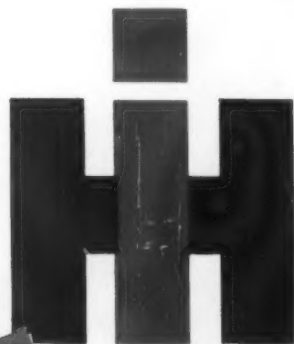
International Harvester Company
180 North Michigan Avenue
Chicago 1, Illinois

America's smartest refrigerators with... new spaces

This Kick-off ad for
i dealers in '54
appears March 6 in
The Saturday Evening
POST
WATCH FOR IT!



More room for more food than in any other refrigerator—size for size! Bring on your tall bottles, big turkeys and odd-shaped dishes. Here's the refrigerator that was *planned* to hold them! Planned to hold more of *everything*—even in the door. And planned to put it *all right* at your fingertips! All this, plus automatic all-weather temperature control and push-button defrosting, too!



COPYRIGHT 1954, INTERNATIONAL HARVESTER COMPANY

Harvester

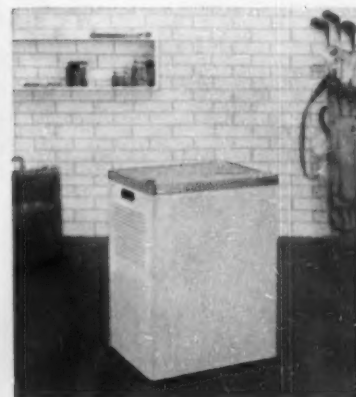
International Harvester also builds McCormick
Farm Equipment and Farmall Tractors
... International Trucks ...
"Big Red" Crawler Tractors.



NEW freezer utility! Holds more food on less floor space than ever. 3 upright models—9 to 19 cubic foot capacity.



NEW freezer convenience! Never before so much food at your fingertips—all at zero degrees. 4 chest models—7 to 20 cu. ft.



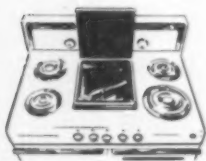
NEW dehumidifier! Can remove 24 pints of moisture from the air in 24 hours. Prevents rust, rot, mildew. Portable.

*

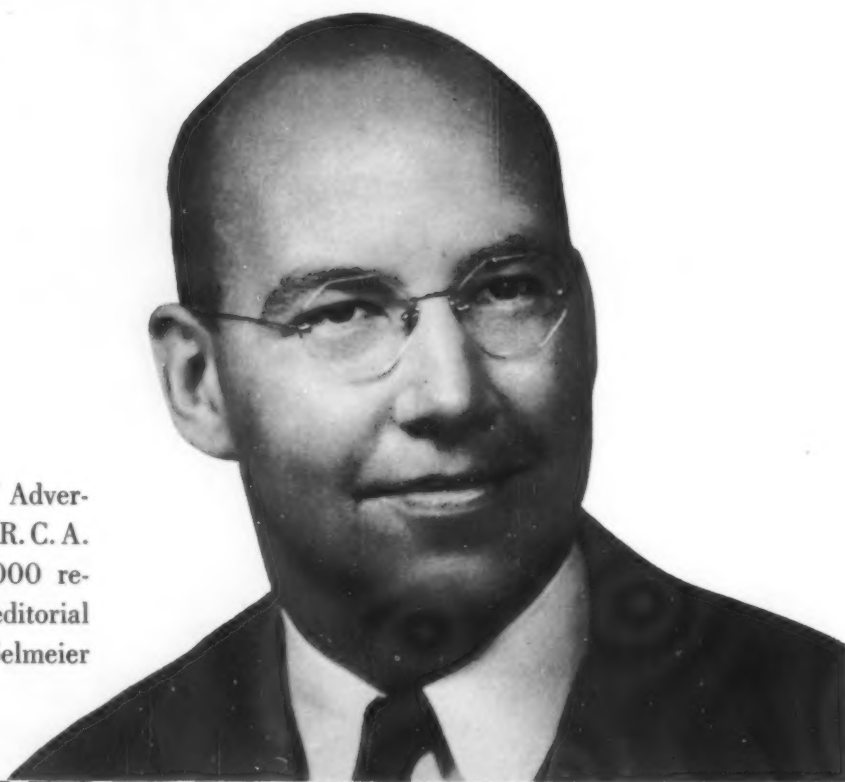


Does magazine editorial sell appliances?

R.C.A. Estate thinks so!



Lewis W. Selmeier, Director of Advertising and Sales Promotion of R. C. A. Estate Corporation, bought 5,000 reprints of the January McCall's editorial feature, "Cook It The Way You Like It." Mr. Selmeier knows that this material is a valuable aid in increasing dealer enthusiasm, building more sales.



Lots of smart merchandisers think so!

In 1953, over 1,400,000 reprints and blowups of McCall's appliance editorials were *bought* by appliance manufacturers and public utilities...proof of the sales power packed into these pages.

HERE'S WHY!

1. Only a women's magazine like McCall's can consistently influence family appliance purchases.
2. Only McCall's—with its responsive audience in more than 4,525,000 homes—does this job so well.

**Write to Lewis W. Selmeier, R. C. A. Estate Corporation, Hamilton, Ohio, for copies of this material.*

McCall's

means business for you!



SMASH HITS

AT TRADE SHOWS COAST-TO-COAST!



Model 756 The Hi-Fi 239.95



Model 755 The Celebrity 229.95

The great, all-new Ampro line has rated raves from consumers, dealers, distributors everywhere. Features like the Electronic Eye Recording Level Indicator . . . Automatic Selection Locator . . . Electro-Magnetic "Piano Key" Controls . . . combined with dramatic styling, mark this line *your* line for today's market! See these models, and *hear* them! Ampro achieves fidelity of tone that retains all the depth and splendor of the original performance. Every musical shading, every delicate nuance is reproduced with matchless realism! Call your Ampro distributor today to see how Ampro's liberal advertising and sales promotional program can spark *your* sales volume!



Model 731-R The Champion 129.75

AMPRO TAPE RECORDERS
Advertised in LIFE, POST, HOLIDAY

AMPRO
Famous For The Finest

Ampro Corporation
2835 N. Western Avenue, Chicago 18, Illinois

EM-2-54

Gentlemen: Please send me the name of my Ampro Tape Recorder Distributor.

NAME _____

COMPANY _____

CITY _____ STATE _____

KAY-TOWNES

Announces

the new
Super

"KATYS"

(PATENTS PENDING)

Highest Gain

ALL-CHANNEL VHF ANTENNAS
EVER DESIGNED!



GUARANTEED

TO OUT-PERFORM ANY OTHER
ALL-CHANNEL VHF ANTENNA
ON THE MARKET

Practically every TV Antenna maker in America has made just such statements as these . . . but, there is a big difference in making these broad claims and then being able to back them up!

WE CAN! We are prepared to run a PERFORMANCE TEST with anyone . . . anywhere . . . anytime . . . to prove the vast superiority of the new SUPER "KATYS" over all other all-channel VHF antennas . . . regardless of manufacture, design, type or number of bays!

IN FACT, WE WILL POSITIVELY AND ABSOLUTELY GUARANTEE THAT OUR SINGLE-BAY SUPER KATY WILL OUTPERFORM ANY VHF 4-BAY ANTENNA MADE TODAY!

Our 2-Bay SUPER KATY is designed for extremely difficult reception areas. It has been tested in many practically impossible locations . . . **AND HAS NEVER FAILED TO BRING IN A PICTURE RATED EITHER "VERY GOOD" OR "EXCELLENT"!**

4½ Years IN DEVELOPMENT...

THE AMAZING SUPER KATY DESIGN MAKES OTHER VHF ALL-CHANNEL ANTENNA DESIGNS AS OBSOLETE AS THE HORSE AND BUGGY!
WE CHALLENGE YOU TO TEST IT . . . ANYWHERE!



Copyright 1953

Super KATY-2

2-BAY

Super KATY-1

SINGLE-BAY

Now THE WORLD'S FINEST ALL-CHANNEL VHF RECEPTION!

The SUPER KATY all-channel VHF antennas feature a twin-driven array with a combination of special cut elements for a close 300 OHM impedance across the entire VHF Band. This feature in conjunction with the long, accumulative fan dipoles, with directors and reflectors properly cut and spaced, results in performance never before obtained by any antenna design . . . including our own "BIG JACK", whose design has been so widely "hijacked".

Actual tests show that the Single-Bay KATY-1 will outperform any 10-element Yagi on every channel, 7 through 13 . . . and will perform as well as any 10-element Yagi on every channel, 2 through 6.

	List Price
SUPER KATY-1	\$25.00
Single-Bay	
SUPER KATY-2	\$50.00
2-Bay	

K-T Antennas are sold through selected distributors only . . . write for name of your nearest jobber.

KAY-TOWNES

ANTENNA COMPANY

ROME, GEORGIA

Recognized leaders in the field of fringe area antenna design

Jobbers! Dealers!

get set for the
biggest
**HURRICANE
SEASON**
in history!

Batten the hatches! Stand by for action — because big things are brewing in the power mower business! The greatest selling year in Hurricane history is just around the corner. Here's a glimpse of what's on the horizon for the 1954 selling season.

INCREASED CONSUMER ADVERTISING.

Such widely read magazines as House Beautiful, The Flower Grower, House and Garden, American Home and Better Homes and Gardens will tell the quality Hurricane story to millions of prospective power mower buyers. Backed with new, free merchandising material that will help you sell at point of purchase.

EXPANDED LINE — The addition of "Hurricane Traveler"—a brand-new self-propelled rotary model—will give dealers a complete line of quality Hurricanes to cover every sales possibility!

STEPPED UP PRODUCTION — Again in '54 factory production will be increased substantially to meet the bigger-than-ever demand for Hurricane quality. There will be plenty of all four Hurricane models for everyone carrying the line!

There's no doubt about it. Hurricane means business—**BIGGER BUSINESS**—during the coming year! To find out how you can share in this Hurricane of Sales, send the coupon below for the full facts on the greatest Hurricane season in history!

Hurricane
ROTARY POWER MOWERS

—the line
more customers
put their money on!

**NATIONAL METAL
PRODUCTS
COMPANY, INC.**

Dept. E-41
2722 Cherry St.
Kansas City, Missouri

National Metal Products Co., Inc.
Dept. E-41
2722 Cherry St.
Kansas City, Mo.

Show me that Hurricane means business. Rush complete selling and merchandising plans at once.

Name _____
Address _____
City _____ State _____



HURRICANE JUNIOR
—A light, compact 18" replica of the Hurricane Senior. 2 h.p. engine. Automatic governor control.



HURRICANE GLIDER
—The economy model. 18" cutting swath, 2 h.p. engine. Adjustable cutting height, from 1/2—3 1/2 in.



HURRICANE TRAVELER
—New this year! A self-propelled model for big mowing jobs. 3 h.p. engine, 22" swath. Riding sulky optional. Indestructible chassis. Attractively priced.

**MAIL NOW
TODAY!**

The LOUDSPEAKER

In Response to "Swan Song"

C. M. Davidson said in "One Dealer's Swan Song" in the December issue that the appliance industry must tailor distribution to meet the fact that today's customers want discounts first and service, preferably service by a national organization, second. He also recommended that in some instances producers set up key retailers and sell them direct and give them both protected franchises and responsibility for builder sales, leaving sales to small dealers and service functions to the distributor. The editors found this dealer written article so provocative that they offered to pay \$50 for what, in their opinion, was the best answer from another dealer. Following are two of the answers so far received. The \$50 winner will be announced in an early issue.

To the Editor:

We would like to take this opportunity to add a few words to Mr. Davidson's article, "One Dealer's Swan Song" in your December issue of ELECTRICAL MERCHANDISING.

Operating a small appliance store in a large city, we are aware of the damaging change to our business during the past three or four years.

We have maintained a service department for many years in order to service new equipment, thereby creating good will for the manufacturer as well as for ourselves, and to rebuild "trade-in" merchandise. We tried "factory service" as offered by one large manufacturer (with a crew of over 30 servicemen) and when our customers were told they had to wait a week or ten days, they were so aggravated we had to dispatch one of our own servicemen. This is an expense the "discount house" and CIO and AFL "Buyers League" operators have not had to contend with.

We have tried all the promotions originated by manufacturers and distributors presented to us and had to absorb our share of the cost of advertising in newspapers, radio, billboards, give-away premiums, etc. This has created a lot of good will and public acceptance for the merchandise, but it has been a burden only for the legitimate dealer; the discount houses and buyers leagues pass this expense.

Our trucking equipment is custom built in order to give "on the spot service" in most cases. That's one more "chalk mark" against us.

Here it is less than two weeks before Christmas and we have an expensive promotion on; our place is almost "dead", and we have just been advised by a wholesale salesman that there is a line 150 feet long waiting to enter a discount house a short distance from our store.

As Mr. Davidson writes, it isn't only the retailer that is being squeezed, but the independent distributor is losing ground too, as more and more direct factory branches are moving in. Yet, we wonder if we should feel sorry for them. They made it easy for the factory to take over by creating large volume outlets; they tolerated and fostered the "discount houses", "buyer-

leagues" and "civil service" operators; and gave them greater discounts than offered the legitimate dealer's volume decreases, and the franchise has less value to both distributor and retailer.

Mr. Davidson writes that a manufacturer he represented for 17 years failed to renew his franchise a year ago. He does not explain why, but if it was due to loss of volume, it is quite apparent what happened. It also proves that the highly touted "one-line" dealer may just as well "fold-up" if his franchise is cancelled and "write-off" all the time and money spent promoting the line and good will created for it. He would have been better off as a factory branch retail manager, with no investment.

If all legitimate dealers closed their service departments, stopped all advertising and promotions, met the prices of discounters, what would happen to the volume of business by discounters? What would happen to the manufacturers? So far they have fared well, regardless of whom they sell to. The manufacturers must have a goal of some kind; will they be satisfied with discount outlets, or, have their own?

Would the appliance industry be better off operating their own retail outlets, such as Goodyear and Goodrich, thereby eliminating both the independent distributor and retailer? Will the retail merchant, the so-called backbone of American enterprise, be classified as a "dodo"? What happens to the trade-ins? Is the manufacturer going to take them in? The conscientious legitimate dealer that helped make the appliance industry what it is today is bowing out because the service department and promotion he has maintained for the good of the industry is too great a burden; whereas the parasitic discounter can grow, using the good will and acceptance created at no cost to him. The conscientious dealer can't afford to be the goat much longer.

Conscientious dealers that tried to match prices of discount operators went broke servicing merchandise, because they weren't hard hearted enough to tell their customers that

Continued on page 49)

Your's
Exclusively

THE FAMOUS

DEXTER

TWIN-A-MATIC

Exclusive!

World's only real laundry Twin-A-Matic! No other washer gets clothes so clean — so fast!

Exclusive!

Powerful and High Profit sales advantages offered by no other washer — there's no competition because only Dexter dealers have the sales features of two washers in One.

Exclusive!

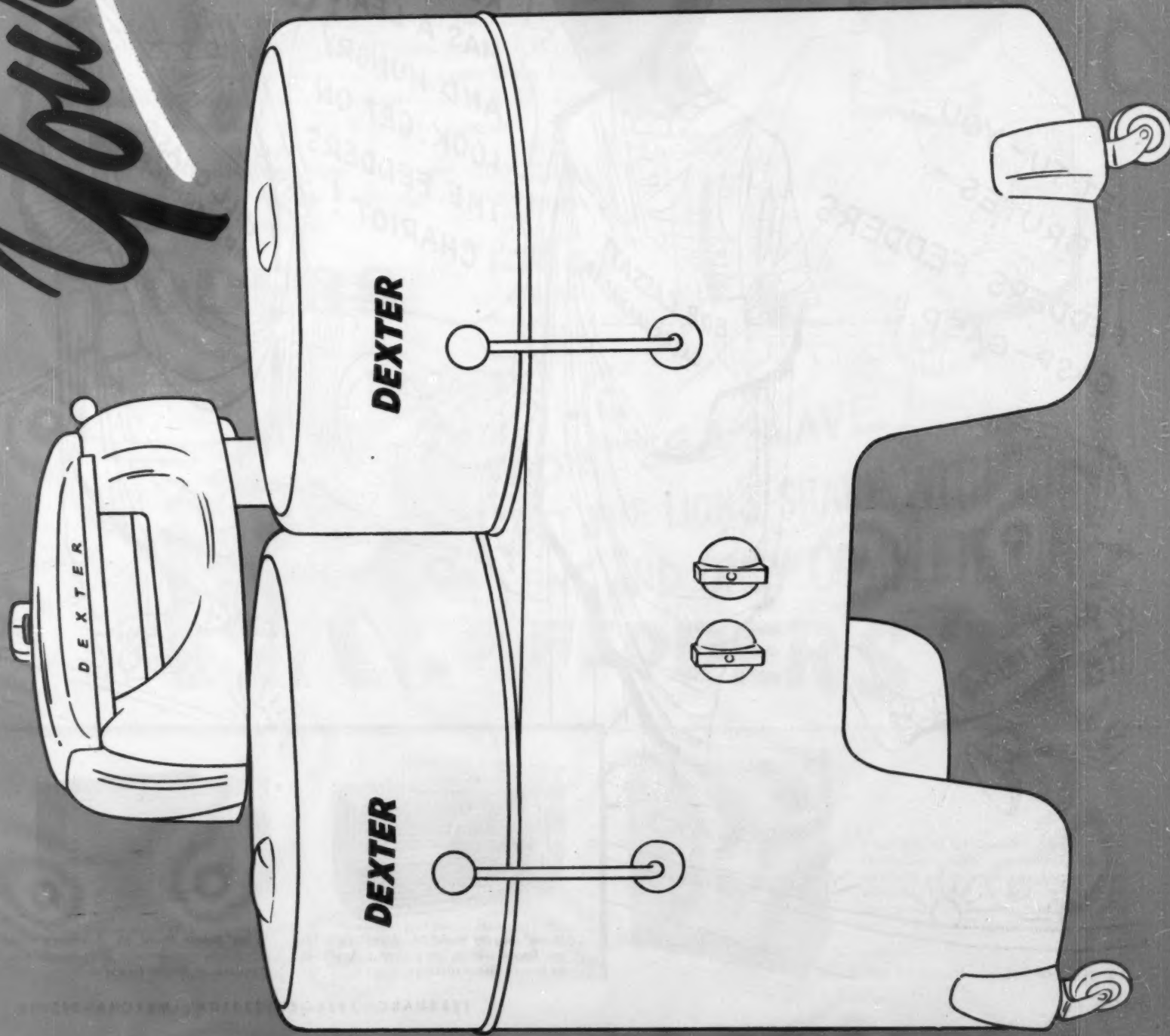
Twin-A-Matic hard hitting continuous promotions!

Exclusive!

Twin-A-Matic home laundry business with guaranteed quality and a complete profit line — an unexcelled combination!

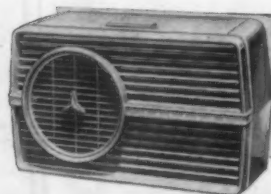
WRITE FOR COMPLETE DETAILS

THE DEXTER COMPANY
FAIRFIELD, IOWA

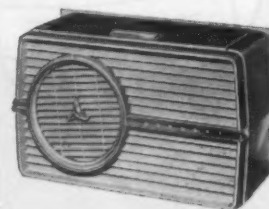


Competition! BEWARE

Fedders Dealers start 12,000 sales messages



½ ton* capacity Model 44. America's finest and fastest-selling, low cost unit. Available in Breeze Green or Ivory.



½ ton* Deluxe Model 46. America's most beautiful air conditioner. It's powerful too. Available in Breeze Green or Ivory.

THE IDES OF MARCH!

on Dave Garroway Show!

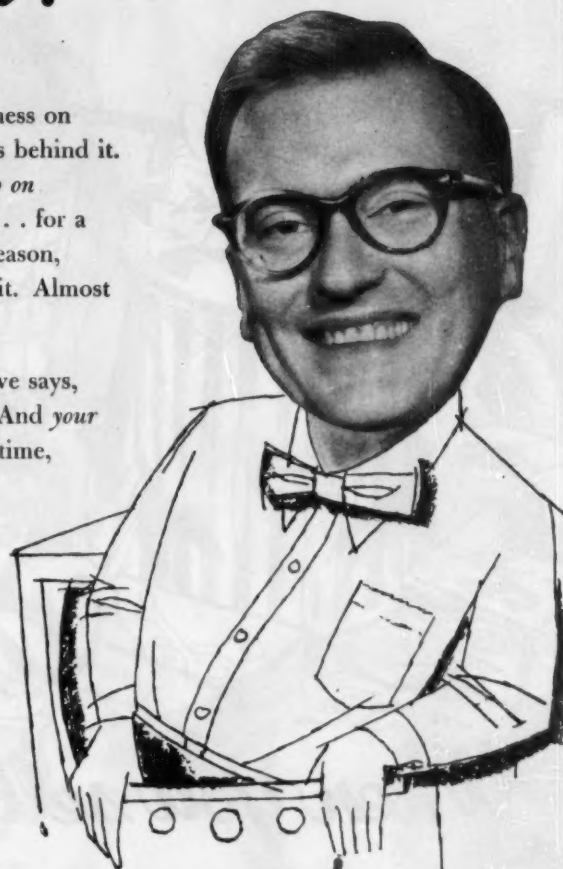
Something absolutely, entirely **NEW** hits the room air conditioner business on Monday, March 15th . . . The Ides of March . . . and as usual, Fedders is behind it. On that morning, *Fedders dealers in forty-nine markets all over the U. S. go on Dave Garroway's tremendous NBC-TV "Today" show!* And they stay on . . . for a whopping 85 times. *Every single morning* throughout the whole selling season, 3,500,000 prospects watch the Old Master demonstrating the Fedders unit. Almost as good as a demonstration right on your sales floor.

That's great, but here's the greatest . . . After every demonstration, Dave says, "And here's where you go to get your Fedders Room Air Conditioner." And *your* name, *your* address flash on the screen in your home town. For the first time, Dave Garroway's terrific, proved selling power is being used *locally*—where sales are made—and only Fedders is doing it.

Call your Fedders distributor today for complete details . . . or write Bob Cassatt, Sales Manager, Fedders-Quigan Corporation, Department EM-2, Buffalo 7, New York.

FEDDERS

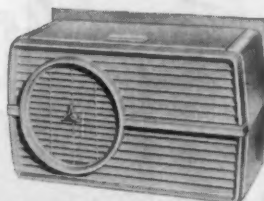
"today"
7-9 A. M. EST
NBC-TV



**DON'T BE A SLAVE!
GET THE LION'S SHARE WITH THE
ONE AND ONLY COMPLETE LINE
FEDDERS '54**



¾ ton* Deluxe Model 49. V-type evaporator, twin filters. Available with heat, illuminated Weather Bureau. Breeze Green or Ivory. Standard (Model 48) in Breeze Green.



Powerful 1 ton* Deluxe Model 411. Illuminated Weather Bureau. Available with heat. Breeze Green finish. Also 1 ton standard and 1½ ton window model.



1 ton* and 1½ ton* Consoles. All wood cabinets, hand-rubbed to lustrous finish. Available in mahogany or blonde. Reverse heat pump and automatic temperature control. Also standard 1 and 1½ ton units with metal cabinets.

*All Fedders Units are full rated.



When you sell **CALCINATOR** AUTOMATIC HOME DISPOSAL UNITS

**CONSUME 98% OF HOUSEHOLD
REFUSE—RIGHT IN THE HOME**



You turn your neighborhood garbage problem into a real "gold mine" when you display and sell CALCINATOR, the automatic home disposal unit that gives you more **MERCHANDISING EXCLUSIVES** than any other home incinerator on the market regardless of price.

**THE ONLY FULL LINE — GAS, ELECTRIC AND LP GAS
MODELS • UL AND AGA APPROVED • GOOD HOUSEKEEPING
SEAL OF APPROVAL • 5 YEAR WARRANTY • APPROVED
BY CANADIAN STANDARDS ASSOCIATION**

Distributed in Canada by SPARTON OF CANADA

SEND FOR FULL INFORMATION

Calcinator Corporation
28th and Water Sts., Bay City, Michigan

Gentlemen: Please send literature and full information on CALCINATOR.

NAME _____

STREET _____

CITY _____

ZONE _____ STATE _____



**There goes
Your
GARBAGE
and TRASH**

*Wrap it
Drop it
Forget it*





The Loudspeaker

CONTINUED FROM PAGE 44

by buying at a discount they were not entitled to service.

We have babied along many an old washer or refrigerator at a minimum service cost to our customers until they were in a position to buy, and at the same time created a desire for a new one. They are offered a card by their union's Buyers League or a discount card by the civil service association, etc., and want to buy from us, if we can meet the same price (they would still expect the same service). We have to turn down the deals after all the previous ground work. Our volume is gradually diminishing and the wholesale salesman does not ask us why—he knows.

The appliance industry has already lost a lot of valuable legitimate dealers that have a love for this business no discount gives two hoots for; the manufacturers will have to make a decision pretty quick or it may be they have already decided that two or three appliance manufacturers by 1960, with their own outlets is all we need.

We contend—no consumer buys a refrigerator because he can get it at a discount—he needs it.

Sincerely,

Irving O. Hassel
S. H. Appliance Co.
2417 Riverside Drive,
Los Angeles 39, Calif.

To the Editor:

I read the "Swan Song" article by Mr. Davidson in the December issue of ELECTRICAL MERCHANDISING.

Appliance retailers, myself included, are an odd bunch of fellows in the respect that they find it impossible to agree on almost any trade subject except the fact that the appliance business is bad, is getting worse, and has been and ever will be a headache for those foolish enough to get in such a screwball business.

In national affairs, the communist is to blame for everything that goes wrong. In appliance retailing—the "other fellow" (whoever he is) is always to blame.

There are, however, several factors that definitely stand out in the storm clouds that constantly circle overhead.

In my opinion, the greatest danger exists and the most damage is done by the "gold rush boys", that group of so-called appliance dealers who are ready to jump on the gravy train when the market is wide open and who "get off" as soon as the going gets a little rough. Most of these boys carry appliances as a side line to the drug, gas or furniture business. They themselves don't know the true meaning of the word—yet they play up the service in big letters for the first year until they begin to find out what service means.

To those of us who have been in the game for a long time (I've had 23 years of it) it is very apparent that the first three years are the easiest from the service standpoint. Comparatively few service calls are experienced

until the dealer has sold about a thousand appliances and then the fun starts.

The small town dealer finds that, if he expects to get repeat business from his customers, about one third of all his service calls are "on the cuff". Yet it costs just as much to run across town to plug in Mrs. Jones washer as it does to pick up a real service job. All the dealer can hope for is that Mrs. Jones may buy another appliance from him some day.

The second biggest problem is, of course, the trade-in angle.

Mrs. Jones buys a new appliance at a cut price—"a good deal". A few years later she has trouble and finds that she can't get service so she stops in and looks at your new refrigerators and says that this time she has learned a lesson and is going to buy where she gets service—but she has the old appliance, only a couple of years old—as good as new, etc., etc., and the only reason she wants to trade is because she is "mad" at Mr. Chiseler who sold her the box a couple of years ago.

The dealer, of course, is expected to be overjoyed to take her old refrigerator in for just about what she paid for it and perhaps give her a set of dishes and a few dollars extra because she has finally learned her lesson so well.

Next—let's give away something.

The appliance we wish to sell now carries a short discount, about 28 to 34%. We paid twice as much freight to get it on our floor and paid some one twice as much per hour (as compared to ten years ago) to uncrate, check and clean it up. So now our "discount" has dwindled to about 25%. So let's run a big ad and give away something. The small dealer may sell from five to ten extra units as a result of a "special deal"—not four or five hundred extra units—so his advertising and cost of the giveaway is figured over say five units, about \$75.00 to \$100.00 to be charged against the promotion.

This will take another 5% off the original discount and leave the dealer about 20%.

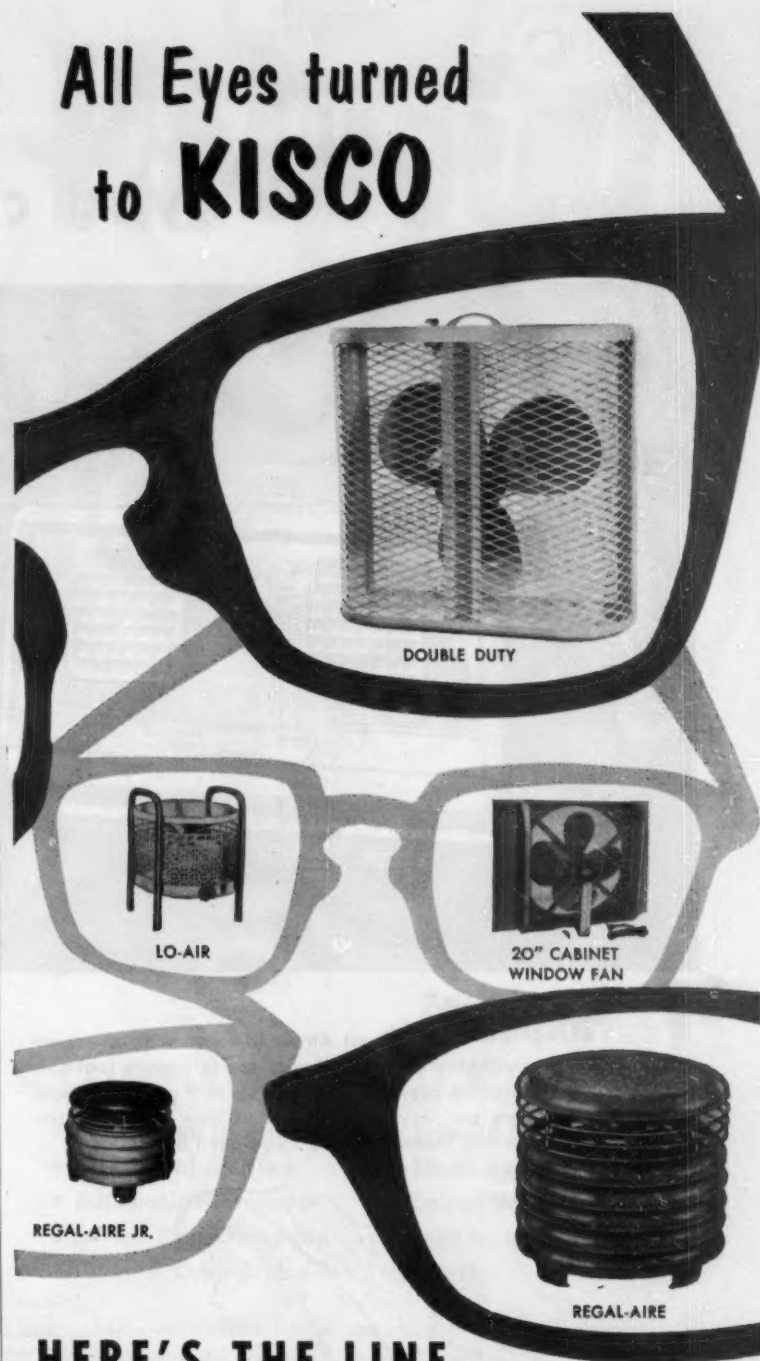
Of course, the dame that buys on this special deal lives about ten miles away so your service men and truck are gone for about two hours while they take off the door of the house so that they can get up a twisted stairway and move the cooking stove over to make way for the refrigerator.

Shall we say another 5%? Leaving 15% net on the deal. Let's see, on a \$300.00 refrigerator we still have \$45.00 "clear profit". Not bad.

Oh, yes, I forgot to mention, this dame had an old refrigerator to trade in, an old junker that someone offered her \$50.00 for. We couldn't go that far and so offered her \$25.00 and held our breath for fear she wouldn't take us up on the deal. But she did—so now we take the motor out of the old box and junk the rest of it. Someday we'll clean up the old motor and

(Continued on page 52)

All Eyes turned to KISCO



HERE'S THE LINE THAT STOLE THE SHOW!

This outstanding line of ventilating and cooling equipment overwhelmed everyone at the recent National Housewares Exhibit in Chicago. The Kisco booth clearly displayed the outstanding design, construction and performance features that have never been equalled.

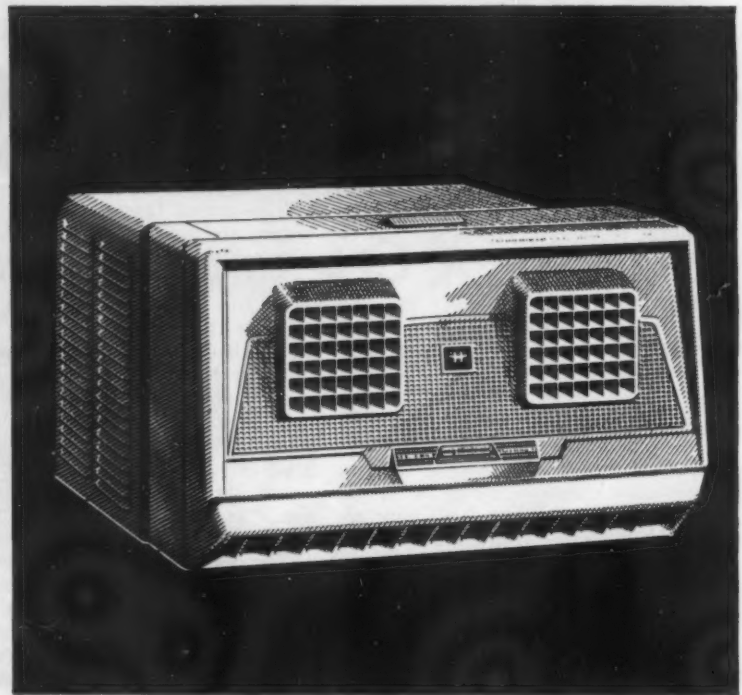
A new sales manual "Use Showmanship For More Sales and Profits" was especially prepared and distributed at the show for progressive dealers who are interested in making more profits.

If you are interested in getting your share of the "Money in Circulation" write for your copy of "Use Showmanship For More Sales and Profits."

KISCO COMPANY, inc.

2400-40 DE KALB ST. • ST. LOUIS 4, MO.

Now you can offer pushbutton air



Hotpoint's finest Air Conditioner with convenient Pushbutton Controls. Has up to 700 square-foot conditioning capacity. Removes up to 9 gallons of moisture per day. Has Heater, 4-Way Air Circulation Grilles, Thermostat, and Two-Speed Blower.

Hotpoint's new $\frac{3}{4}$ h.p. models cool rooms of up to 500 square feet—remove up to $7\frac{1}{2}$ gallons of water from air per day. Have variable 4-Way Grilles, Replaceable Filters, Centrifugal Blower, and a long list of other fine air conditioning features.



THERE'S A **Hotpoint** AIR

EVERY NEED. COOLS

IN COOL WEATHER—AND

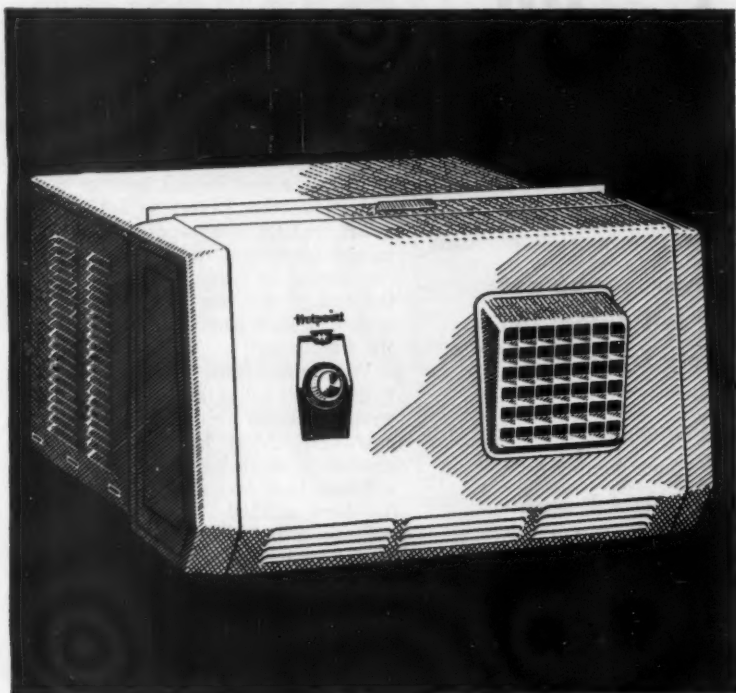
FRESH AND CLEAN AS AN



RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS

conditioning with the...

Hotpoint



NEW YEAR 'ROUND

Air Conditioners!



Hotpoint's dependable, economical Air Conditioners in convenient 1/2 h.p. size with many large Air Conditioner features. Cools rooms with capacities of up to 325 square feet. Removes up to 5 1/4 gallons of moisture from the air per day.

A COMPLETE LINE—11 MODELS

- Pushbutton Controls
- Directional Air Flow
- Automatic Thermostat
- 5-Year Protection Plan
- 2-Speed Blowers
- Silent Operation
- Calrod Heater
- Easy Installation
- Color Styled for Any Interior

CONDITIONER TO FIT

IN HOT WEATHER, WARMS

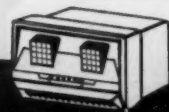
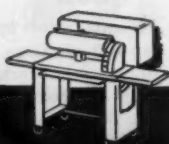
ALWAYS WITH AIR AS

OCEAN BREEZE.

These easily demonstrated superior features of the Hotpoint Air Conditioner make it the easiest air conditioner to sell. The Hotpoint name is proof of unequalled quality. The Hotpoint warranty is assurance of complete customer satisfaction. The Hotpoint De Luxe Features are your guarantee that you are offering the finest.

Talk with your Hotpoint distributor and get set up to walk off with the air conditioner business in your area.

Hotpoint... Pacemaker of Progress!



AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • AIR CONDITIONERS • DEHUMIDIFIERS • CABINETS

This FREE



Profit-maker Kit

helps you cash in on more
OIL HEATER SALES!

bigger and better than ever... you get
everything you need to sell automatic
heating — absolutely free!

HERE's a proven way to sell *automatic heating* convenience to your oil space heater customers and prospects. With all this A-P profit-packed ammunition — mailers, newspaper ads, radio and TV spot announcements plus point-of-sale displays — you get the advantages of automatic heating across *fast!* And that works double for you — promotes more profitable space heater sales... brings new A-P accessory profits.

Cash in on this greatest of A-P campaigns in the big selling season RIGHT NOW. For complete details on this free profit powerhouse kit and dependable A-P controls — see your distributor or write today.

Sell added comfort,
convenience and fuel
savings this easy way!

DEPENDABLE Controls

... for Air... Liquids
... Cases... Refrigerants



- Kit contains everything needed to help you get started bringing NEW PROFITS your way. Gives you all the technical data and price lists too — so you can cash in on the heating season — NOW.



COMFORT CONTROL

Fits space heater equipped with A-P oil control valve. Comfortable automatic heating by setting the dial.



OILIFTER

Ends oil handling. No spilling. No messy cans. Completely automatic. Lifts to third story.



TRAPIT

Prevents trouble by straining fuel oil. Traps impurities and moisture. Gives years of protection.

A-P CONTROLS CORPORATION

2400 N. 32nd Street, Milwaukee 45, Wis.
In Canada: A-P Controls Corporation, Ltd., Cooksville, Ont.

The Loudspeaker

CONTINUED FROM PAGE 49

maybe sell it to a prospect.

Now we have \$20.00 and an old motor to show for our "special deal".

There are a few little things like overhead, a five year guarantee, and the possibility that the deal may still "go bad" because, after all, the dame did buy on a 24 month contract and for the next two years can always say "you fix it or I won't pay" but let's not think of that—let's ring up a dollar profit and keep on dreaming.

After all, the jobber moved another box, the factory moved another box and some other factory sold a set of dishes, and the newspaper made some money advertising the "deal". Everyone should be happy and perhaps at the end of the year we will be able to pay at least part of the taxes that are due.

We know, from past experience, that we will get at least two or three service calls on this box during the next year. Most likely they won't amount to much but the service men will have to at least "stop in" to keep this dame satisfied.

Guess what? We got a "special deal" from our jobber last month. We bought five drivers at a special 5% extra discount. The drivers carried a list price of \$249.95 when we bought them. Two weeks later we picked up a "city paper" that has a good circulation in Ludington and found that the big town dealers were "closing out" this model at \$199.95. Of course, the customer had to trade in her old clothes line for \$50.00 but she wouldn't need it any longer.

Well, it's been interesting writing to you. You might be interested to know that I just got in a load of stoker coal for my shop. Thirteen years ago, when I first moved in, I paid \$5.25 per ton. This load cost \$16.75 a ton. I couldn't trade in the ashes from the last load.

Please have Mr. Davidson devote his next article to the subject of "How to Liquidate Your Appliance Business". If someone doesn't forcibly show us how to do it in the meantime, it may help us a lot.

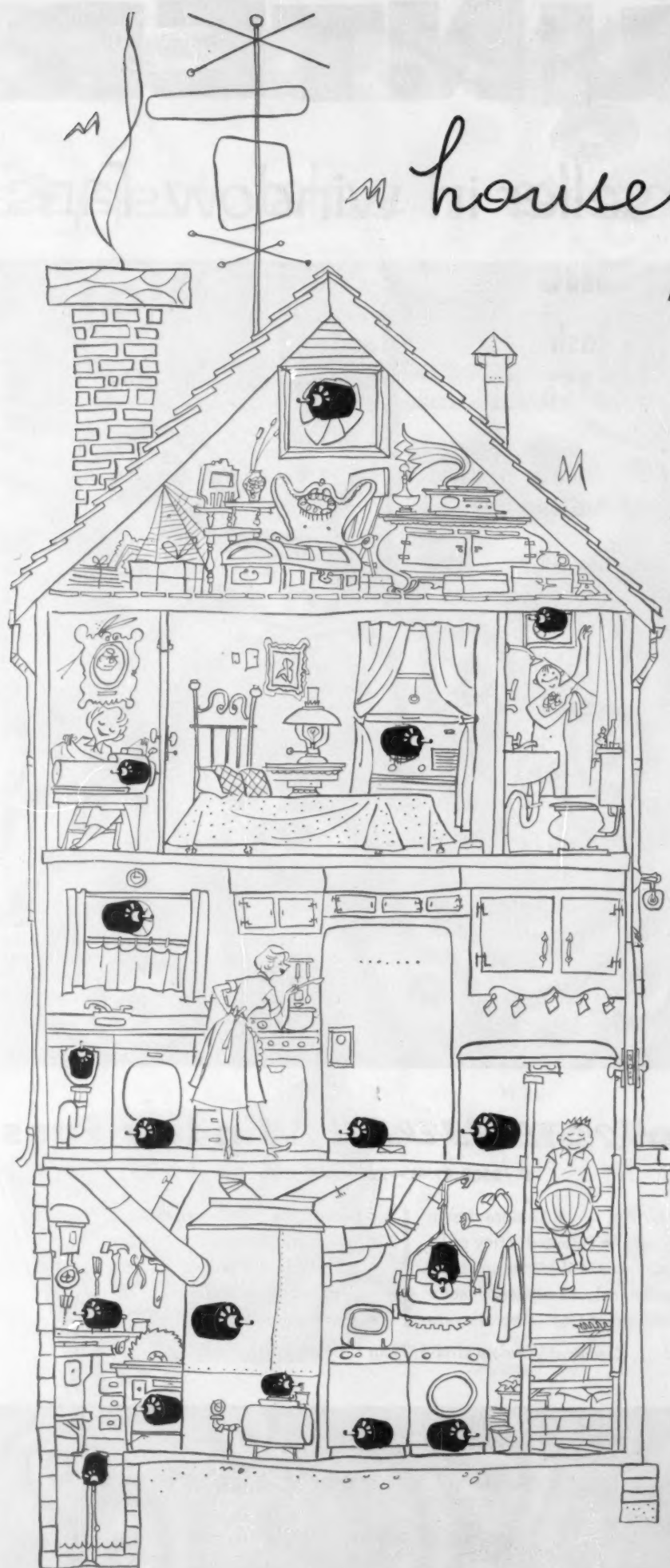
Respectfully,

R. C. Grotemat
Grotemat's Wife Saving
Station
420 South James Street
Ludington, Michigan.

Open Forum

Unlike all other departments in EM, the Loudspeaker is the exclusive property of the reader. Here he is both author and reader. It's his place to comment on what he reads in EM, to criticize the industry—favorably or unfavorably—and, most important, we hope, to offer his suggestions for its betterment. Just address your letters to:

Laurence Wray, Editor
Electrical Merchandising
330 West 42nd St.
New York 36, N. Y.



housekeeping

AMERICA'S BIGGEST BUSINESS
IS WELL SERVED BY

DELCO MOTORS

Boss of America's biggest business, the housewife spends less and less time on the job, yet hears no complaints from her customers—the family. Electric-powered appliances—many with dependable Delco motors—have taken over most of her hard tasks and are doing them well. No longer exhausted, nor preoccupied with unfinished work, she now has more time to spend with her family in pleasant pursuits.

Delco motors are favored for so many appliances because they have an outstanding reputation for long life and quiet operation, and require a minimum of service which, if needed, is readily available through Delco's nationwide service organization. Delco is one of America's leading producers of electric motors for home and industrial applications.

DELCO PRODUCTS



DIVISION OF
GENERAL MOTORS CORPORATION
DAYTON 1, OHIO

SALES OFFICES IN PRINCIPAL CITIES





HUNTER

Biggest seller in window fans



ELECTRICALLY REVERSIBLE

Can be used as ventilating fan at night, circulating fan during day.

Leads the field in beauty and performance

Hunter 2-SPEED REVERSIBLE Window Fans

18" (2500 CFM) — 22" (3400 CFM)

- Modern design
- Patented safety grille
- Whisper quietness
- Totally enclosed capacitor motor
- Cools several rooms
- Light Ivory baked enamel
- Simple installation
- Adjustable side panels
- Certified air deliveries
- 5-year guarantee

Casement Window Model (Twin 12" Fans) Also Available

leads again!

Biggest value in air conditioners



**EXCLUSIVE
ROTO-DISC DIRECTOR***

Finger-tip dialing directs air flow where you want it. No grilles to turn.

*Patent Applied For

Hunter Room Air Conditioners

½ TON — ¾ TON — 1 TON

- No-draft cooling
- Easy installation
- Double-baked DuPont finish
- 2-speed motor
- Tecumseh compressor
- Thermostatic control
- Large evaporator and condenser
- Permanent-type filter
- U. L. Approved
- 5-year warranty

It cools... It dehumidifies... It filters... It ventilates



Place your order early

For catalog and prices contact your Hunter distributor or write

HUNTER FAN AND VENTILATING COMPANY

398 S. Front St., Memphis 2, Tenn.

This year G.E. gives you



more than anybody!

**MORE
PRODUCTION!**

**MORE
PROMOTION!**

**MORE
PROFIT
OPPORTUNITY!**

Get ready for the best selling season on room air conditioners you've ever had! This year General Electric blows this growing business wide open with . . .

Triple production! Yes, G. E.'s great, new room air conditioner plant at Erie, Pa. is scheduled to manufacture *three times* as many units as last year. There will be five great new models —priced to sell—designed to knock the spots off anything else in the field!

Record-breaking promotion! Look to G. E. for the biggest advertising blast in room air conditioner history. G-E Room Air Conditioners will be promoted *heavily* in national magazines, newspapers, on radio and TV!

More profit opportunity for you! The consumer demand for

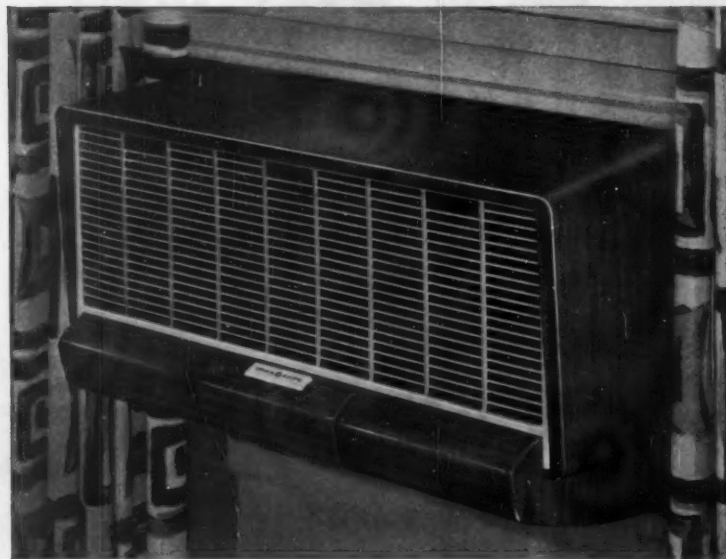
G-E appliances is tremendous. According to a national survey, more people prefer General Electric appliances than any other brand. G. E. gives you the best profit opportunity ever offered the room air conditioner dealer. It's your chance to get into the room air conditioning business with both feet and really make more profit!



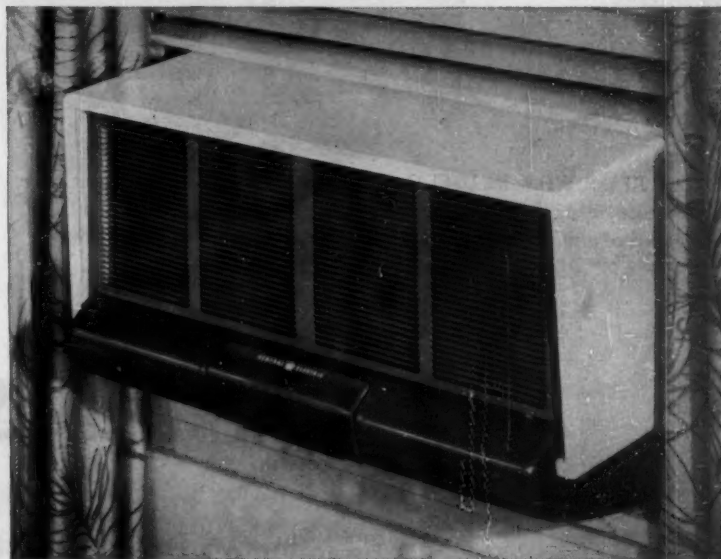
ROOM AIR CONDITIONERS

More ammunition on the next 2 pages! ➡

Preview of the new, wonderful General Electric Room Air Conditioners!



Five new models available in 1954! For beauty of design, for quietness and efficiency of operation, here's the G-E that's going to really pull customers in '54. It's available in one-third, one-half, three-quarter (both standard and reverse cycle) and one horsepower capacities. It's crammed full of the features that customers say they want in a room air conditioner! And, it's priced to sell!



New one-third horsepower model at \$229.95! This attractive air conditioning unit was designed especially for bedroom use. It offers air conditioning at a price the majority of your customers can afford; yet it includes many of the features of larger G-E Room Air Conditioner models. Here's a low-cost leader to feature in your local newspaper advertising.

GENERAL ELECTRIC SETS OFF...

The most spectacular in the history of room



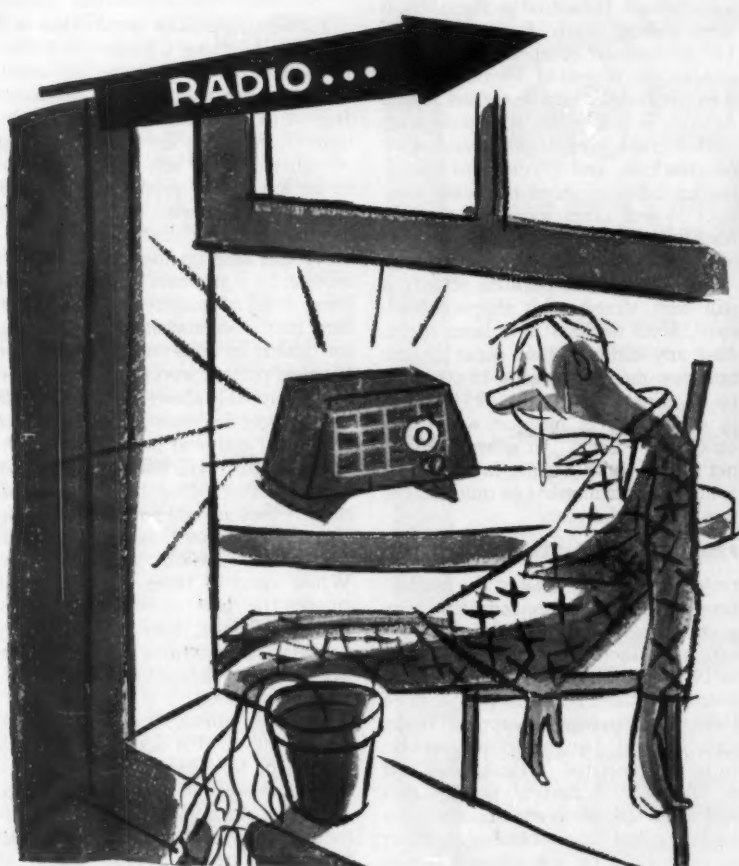
WEEK AFTER WEEK IN LIFE! General Electric Room Air Conditioner advertising—big, powerful, single- and double-page ads will run in LIFE both *before* and *during* your peak selling season!



BIG, HARD-SELLING ADS in daily newspapers will do a bang-up job for you at the local level to back up your personal newspaper-advertising program. Newspaper mats will be available in various sizes!

START THE NEW SEASON WITH A BANG!

advertising display air conditioners!



HIGH-TEMPERATURE COMMERCIALS will reach your customers via the radio. These commercials, created to "strike while the weather is hot," will be available to you for local use!



JOAN DAVIS ON TV! Fun-loving Joan is all set to do a spectacular selling job for you on her famous TV show, "I Married Joan." Many of your customers will see this high-ranking TV program *every week!*

ORDER NOW!

'54 will be the biggest year in Room Air Conditioning history! And—G. E. offers you the best chance in '54 to take your share of the profits from this fast-growing business. Don't wait, get that order in. Contact your G-E distributor *now!* General Electric Company, Appliance Park, Louisville, Ky.

This year, sell G-E "Comfort-Conditioned Air"!

GENERAL  **ELECTRIC**

SELL

Shetland *because*

1. SHETLAND'S FAIR TRADE means a **FULL MARK-UP** for YOU
2. SHETLAND'S UNEQUALLED QUALITY PLUS 2 FULL YEARS' GUARANTEE means more Satisfied customers for YOU
3. SHETLAND'S FLOOR DISPLAY MERCHANDISER means easier sales and more profit for YOU





Shetland
TWIN-BRUSH ELECTRIC
**SCRUBBER • POLISHER
RUG CLEANER**



SCRUBS FLOORS



POLISHES FLOORS



STEEL WOOLS FLOORS



BUFFS FLOORS, COUNTERS, FURNITURE



CLEANS RUGS

It's here! It's New! It's complete! It's what women all over the country have been waiting for because it does BOTH floors and rugs — not just floors alone.

The Shetland scrubs floors; waxes and polishes them to a professional brilliance; buffs floors, tables, counter tops, etc., even steel wools for heavy duty cleaning. THEN . . . by adding the exclusive self-adjusting RUG CLEANER attachment it completes the job by bringing back the original bright colors to rugs.

There's a big "Economy Angle" to the Shetland too. One round of rug cleaning in the house practically pays the entire cost of the appliance.

MODELS FROM
\$4995 Fed. Tax
UP Inc

NATIONALLY ADVERTISED

HERE'S ANOTHER PROFIT-MAKER!

We've put the Shetland All-Purpose Electric Polisher and Workover for the Whole Family in a COLORFUL GIFT PACKAGE for Holiday and year-round giving. It's such a strong, sturdy box that it can be used for storage of unit later.

A GIFT for the WHOLE FAMILY
Ask your jobber or write us for details
THE SHETLAND CO. LYNN, MASS.

\$2995

- Sands
- Drills
- Polishes Autos
- Buffs Furniture
- Scrubs Floors
- Waxes & Polishes Floors



ECONOMIC CURRENTS

The First Six Months

By the McGraw-Hill Dept. of Economics

A high level of business activity will mark the first six months of 1954. For the economy as a whole, the first half of the year should be very close to the level of 1953—which was the most prosperous year in the history of the American economy. Appliance sales are expected to share the general high level of activity.

True, the trend of business activity is downward. Industrial production has been sliding slowly—from a peak of 137 in midyear to about 128 in December, as measured by the Federal Reserve Board's newly revised index. Activity in other key economic areas—retail trade, homebuilding and other construction, and government spending for defense—shows the same tendency to seek lower levels. As a result, consumer incomes have begun to level off for almost the first time since 1949.

But the level of business activity is still high, despite this slipping tendency. Most declines have been slight. And any declines that occur in the next few months promise to continue to be slight. As in late 1953, "ups" in some lines of business will partly offset the "downs" in others. So the net effect—some decline in business—is not likely to amount to much in the first half of the year.

PRODUCTION TO STAY HIGH

A more detailed look at the production prospects for key industries supports this expectation. Public and private construction—nearly \$35 billion in 1953—should stay just a little below that record level in the first half of 1954. Homebuilding is expected to decline in 1954, but the decline is likely to be concentrated in the second half of the year. Industrial construction and some federal construction are also declining, but this will be largely offset in early 1954 by a continued rise in commercial building and state and local outlays for highways, schools and sewer and water works.

Automobile output will be up in the next six months—as it generally is in the first part of the year. Detroit plans to turn out three million cars in the first half of 1954 (almost as many as in 1953) and more parts will be made, too. High activity in the auto industry means relatively high production rates for steel and non-ferrous metals. They are expected to be down—but the drop will not be great as long as the auto industry, the big civilian customer, is humming.

Industry will be doing its share to keep business active, by maintaining a high rate of investment in new plant and equipment. The McGraw-Hill survey of business plans for capital expenditures indicates only a slight drop in 1954 from the record investment of 1953. And government spending, another major element in recent business

prosperity, will be nearly steady in the next few months. Federal spending may be off about \$1.5 billion (at an annual rate) between now and mid-year. But increasing spending by states and municipal governments will offset a large part of the decline in federal expenditures.

APPLIANCE OUTPUT WILL FALL

Finally: Appliance production will probably be down a little—5%-10%—in the first part of the year. Big inventories of the major dollar items—refrigerators, washers, ranges and vacuum cleaners—are the reason. Output of radios and TV sets is also expected to be lower. But production of these items should improve later in the year as inventories are cleaned up.

All this adds up to somewhat lower income for consumers and a somewhat lower level of employment—which in turn means somewhat tougher selling for dealers in consumer goods. If the business pattern works out as outlined above, probably about a million people will become unemployed between last December and next June; and an additional number will lose their jobs and turn to other occupations where, although they are not counted as unemployed, they don't actually earn income. Housewives are examples. While many of these people are not among the best customers for electrical appliances, they have probably contributed something to sales in the past year—and they won't be contributing from now on.

However, unemployment will still be small, even if it does increase by a million or so. Two and one-half million, a reasonable estimate for mid-1954, is a small amount of unemployment for an economy of more than 160 million people. A more important loss of purchasing power is likely to come from the fact that many people will be working on shorter hours, without the overtime and extra jobs that have swelled pay envelopes in the past couple of years. Overtime has undoubtedly financed a lot of appliances in the recent past. Then, too, farm income is expected to drop again, for the third year in a row. The result will be even tougher selling in rural farm areas.

Total consumer income will not decline by much, however, despite these changes. The main reason is the drop in federal tax rates. Personal income taxes went down by about \$3 billion on the first of the year. Even after allowing for the increase in social security taxes, that leaves consumers with more than \$2 billion additional income for the year, after taxes. That's a big offset to the drop in income before taxes. And, in addition, the gov-

(Continued on page 61)

Economic Currents

CONTINUED FROM PAGE 60

ernment may cut other taxes as the year goes along. There will probably be some kind of a compromise over continuing the excise taxes due to expire on April 1, 1954. And the consumer is bound to come out of the compromise with somewhat more money, after taxes, than he had before April 1.

MORE MONEY FOR APPLIANCES

There's one additional factor in the consumer spending picture that sometimes gets overlooked. That's the fact that the cost of living is no longer rising, and may actually go down a bit during the year. In the past few years, rising prices of necessities like food, clothing and shelter have eaten away at consumer incomes and made it harder to sell other, less essential goods. That's not likely to happen this year.

A bright note on consumer spending came last fall, when the Survey Research Center at the University of Michigan reported consumers still in a very good mood for buying. The survey experts warned at the time that this did not mean a buying spree like the one last spring. But it did show that consumers were still willing to spend their money. It also showed that consumers were somewhat more favorably inclined toward appliances than toward automobiles. That's a welcome change, for appliance dealers, from the situation in 1953. Then, people spent so much money on automobiles that it's a wonder any appliances were sold at all. The fact that this survey—plus the auto industry's own calculations—indicates lower auto sales in 1954, means that more consumer money may be available for other durable goods like appliances. On the other hand, it's likely to take some hard selling to get the money even if it is available. One of the most notable points made in comments on the Christmas business at the end of 1953 was that consumers were getting more choosy—more bargain-and-value conscious. More than ever in recent years, they will have to be sold.

—End



"WE HAVE A NEW PLAN NOW WHERE YOU CAN PAY FOR IT ALL IN ONE PAYMENT."

You can Judge
NICHROME^{*}
by the manufacturers
who use it!



FERRO ELECTRIC PRODUCTS, INC.

SUBSIDIARY OF FERRO CORPORATION

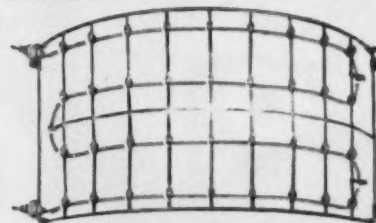
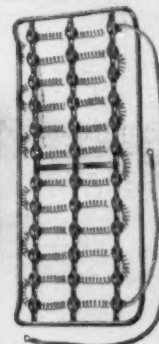
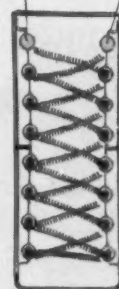
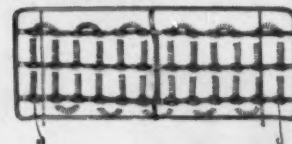
Few makers of heating elements have to supply units for as wide a *variety* of applications as does Ferro Electric Products, Inc., Kirkland, Ill.

They make open coil heating elements for clothes dryers, wall heaters, chicken brooders, roasters, and ovens—five different types for clothes dryers alone! Important factor in their success is their insistence on using only the highest quality materials.

It is no surprise, therefore, to find Ferro Electric stating: "No product can be any better than the materials which go into it. The very heart of our product is the resistance wire where exacting temperatures and long life are necessary. Our testing laboratories are unceasingly striving for higher quality in materials; therefore, there must be a very good reason why they repeatedly come up with Nichrome in their specifications."

"Yes, customer satisfaction is the key to our continued and increasing business. Nichrome has contributed greatly to that customer satisfaction which we enjoy."

Take a hint from Ferro Electric's experience. The sure road to customer acceptance is to sell appliances that stand up—and Nichrome heating elements are your guarantee that they will.



Nichrome^{*} is produced only by

Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

In Canada: The J. B. GREENING WIRE CO., Ltd., Hamilton, Ontario



*T. M. Reg. U. S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

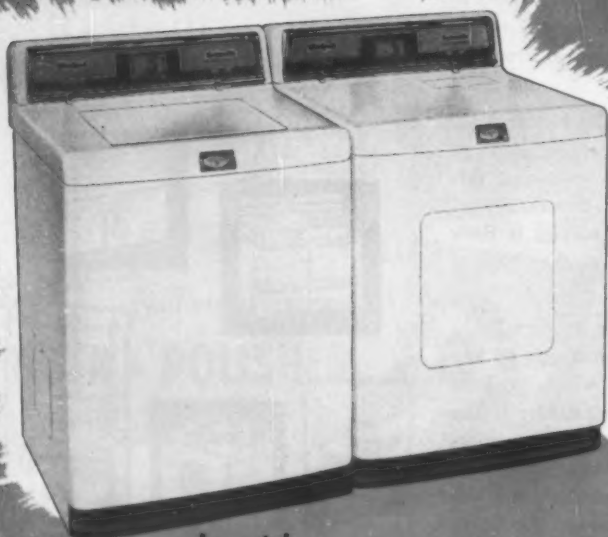


3-TEMPERATURE
water selection with fabric chart
eliminates all guesswork. Colored light
shows temperature selected.

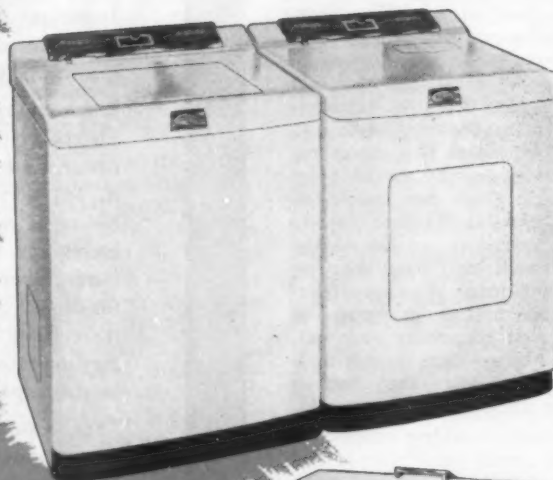
GUIDE LITE CONTROL
with delicate fabric washing
guide is fully illuminated. Colored light
indicates complete washer operation.

SELECT-A-LEVEL
control assures correct water
level . . . high for 9-lb. load, low for
smaller loads . . . automatically!

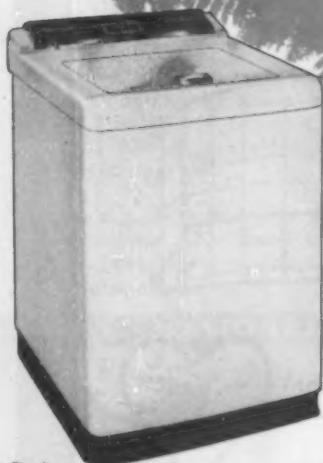
Guide



Imperial fully-automatic washer and (gas or electric) dryer featuring Guide Lite Control.



Supreme fully-automatic washer and (gas or electric) dryer with the great laundering features most wanted by most women.



Deluxe fully-automatic washer featuring space-saving design . . . matches Supreme dryer (gas or electric) for twin installation.



Surgomatic semi-automatic washer featuring Touch-Button controls. Beautiful new styling gives the Surgomatic a distinction all its own.



Supreme automatic ironer featuring Touch-A-Bar controls for effortless ironing.

JOIN UP... IT'S MORE



FULL RANGE HEAT CONTROL
with 3 temperature settings
and fabric chart assure correct heat for all
materials from woolens to nylons.

GUIDE LITE CONTROL
is beautifully-colored and
illuminated. Colored light shows at a
glance how drying is progressing.

DELICATE FABRIC CONTROL
automatically assures safe,
correct heat for drying new modern
or delicate fabrics.

Lite Control

Whirlpool

ANOTHER NEW, STARTLING FEATURE FROM

the leadership line in home laundry appliances

This year, Whirlpool gives you more than ever! You get the brilliance of Guide Lite Control with all the exclusive features shown above. Then, in both Imperial Automatic Washer and (gas or electric) Dryer, you'll discover a dazzling new design with porcelain top . . . Cycle-Tone signal . . . new, flush-to-wall beauty. Add these to all the other great features Whirlpool is famous for . . . such as Suds-Miser, Seven Rinses, and Sun-A-Tizing lamp . . . and you have the reasons why it's more profitable to sell Whirlpool than sell against it!

There is news for you, too, in Whirlpool's complete

line of home laundry appliances that gives you a model for each segment of the market. You have three fully-automatic washers; two fully-automatic (gas or electric) dryers; a brilliant new approach to the conventional washer market . . . the incomparable Surgo-matic Washer; and an all-new automatic ironer with outstanding features.

Nowhere else in the home laundry field can you get the selling features and the quality inherent in Whirlpool. If you compare Whirlpool home laundry appliances with all others, you'll see why your greatest profit opportunity is with Whirlpool.

WHIRLPOOL CORPORATION St. Joseph, Michigan

Clyde, Ohio • LaPorte, Indiana

IN CANADA: John Inglis Co., Limited, Toronto, Ontario

WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

PROFITABLE TO SELL WHIRLPOOL THAN SELL AGAINST IT!



New Chevrolet Trucks for '54

Loaded with brand-new advantages you need and want!

You'll get more work done in less time and at lower cost with new '54 Chevrolet trucks on the job. They bring you more new features . . . more big new advantages than any other truck on the road.

For example, you get new engine power in all models. The advanced "Thriftmaster 235" engine combines bigger displacement and higher compression with other new features to give you greater power and finer performance. The rugged "Loadmaster 235" engine offers increased strength and stamina for heavier trucking operations. The all-new "Jobmaster 261" engine* brings you extra reserves of high-compression power for hauling big loads on schedule.

In addition, you enjoy new and even greater operating economy. All three 1954 Chevrolet truck engines bring you the full benefit of thrifty high-compression power. They make every drop of gas work harder to give you important savings along with greatly increased horsepower. Also, new chassis ruggedness cuts upkeep costs and lengthens truck life.

And there are many, many more new things you'll like about these great new Chevrolet trucks. New, roomier pickup and stake bodies let you haul more . . . save you time and extra trips. And they're set lower to the ground for easier loading and unloading.

New truck Hydra-Matic transmission* lets you drive all day without shifting. It's offered not only on ½- and ¾-ton Chevrolet trucks, but on 1-ton models, too. New Comfortmaster cab with one-piece curved windshield and amazing new Ride Control Seat* offers the last word in comfort, convenience and safety.

But this is only part of the story. Plan now to see your Chevrolet dealer and get all the facts about the most powerful, finest performing, best-looking Advance-Design trucks ever built. . . . Chevrolet Division of General Motors, Detroit 2, Mich.

Most trustworthy trucks on any job!



ADVANCE-DESIGN TRUCKS

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

BRAKE—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

*Optional at extra cost. Ride Control Seat is available on all cab models, "Jobmaster 261" engine on 2-ton models; truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.

MORE CHEVROLET TRUCKS IN USE THAN ANY OTHER MAKE!

There's MONEY in the air!

WHEN YOU SELL...

New G-E OZONE LAMPS and their fixtures!

**Get Rid of Unpleasant Odors
ELECTRONICALLY
with the New G-E OZONE LAMP
in an Attractive Fixture**

BANISH ODORS FROM:
BATHROOMS
LIVING ROOMS
KITCHENS
BEDROOMS
CLOSETS
BARS
RESTAURANTS

**HOW ELECTRONICS WILL...
clear your
home of
Odors!**

**...New G-E OZONE lamp
kills unpleasant odors!**

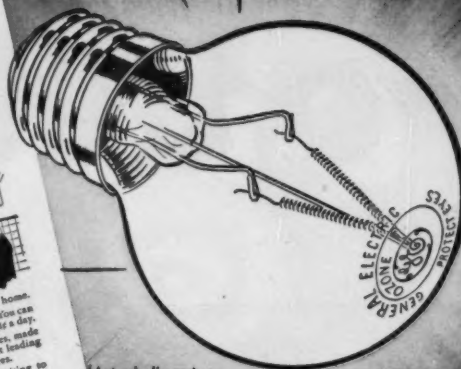
Objectionable odors vanish... Your home smells as fresh as a mountain air! General Electric's tiny new Ozone Lamp does this electronically for less than 1¢ a day!

G-E Ozone Lamps must be used in special fixtures. A variety of attractive units are available at leading department stores, electric appliance, hardware or drug stores. Be sure the one you get has a G-E OZONE LAMP.

For full information, write for a free folder. Address: General Electric, Nela Park, Dept. AH-2, Cleveland 12, Ohio.

You can put your confidence in—

GENERAL ELECTRIC



Actual diameter
of G-E Ozone
Lamp is 1 3/8
inches

TO BANISH OBJECTIONABLE ODORS

Because customers are odor conscious, you can cash in on a new market selling General Electric OZONE LAMPS and the fixtures required to operate them.

Every room where objectionable odors occur needs these amazing new G-E OZONE LAMPS. They're used in: kitchens, bathrooms, basements, nurseries, clothes closets, living rooms, dens, in public rest rooms, offices, waiting rooms, elevators, stores and buses.

*Get your share of this new, lucrative business!
Specify G-E Ozone Lamps in the fixtures you order.*

YOUR CUSTOMERS ARE PRE-SOLD
General Electric is telling your customers about electronic odor control with magazine advertisements like these—

To meet this demand—Get fixtures with G-E OZONE LAMPS from these firms—

Acme Products Corporation
212 South Third St. St. Joseph, Missouri

American Lighting Equipment Co.
713 N. Highland Ave. Hollywood 38, Calif.

Arl-Crafts Company
867 Andover Road Mansfield, Ohio

Artercraft Fluorescent Corporation
248 McKibbin St. Brooklyn 6, New York

Atlas Consolidated Corp.
298 Junius St. Brooklyn, New York

Bretford Manufacturing Co.
9351 Chestnut St. Franklin Park, Illinois

Brill-Sloane Co.
4041 Ridge Ave. Philadelphia 29, Pa.

Brodwax Fluorescent Co.
443 Glenmore Ave. Brooklyn 7, New York

Brooklyn Electronic Deod. Co.
P.O. Box 7, New Lots Station Brooklyn 8, N. Y.

Circ-Light, Inc.
13 Crary Ave. Mount Vernon, New York

Day-Ray Products Company
1133 Mission St. South Pasadena, Calif.

D-Odo-Zone Company
6912 Hollywood Hollywood 28, California

Easy-Eye Lighting, Inc.
1825 Chouteau Ave. St. Louis 3, Missouri

Estellite Co., Inc.
P.O. Box 230 Hoosick Falls, New York

Fluorescent Equipment & Manufacturing Co.
5105 Cowan Ave. Cleveland 4, Ohio

D. Wm. Fuller Co.
2320 E. 75th St. Chicago 49, Illinois

Grevar Electronics Co.
5743 Nassau St. Philadelphia 31, Pa.

K-B Light Engineering Co.
1727 Nedro Avenue Philadelphia 38, Pa.

Kaskel Electric Co.
5 Union Square New York, New York

The Lacey Company
2760 Baker St. San Francisco 23, Calif.

Marbro Lamp Company
1625 S. Los Angeles St. Los Angeles 15, Calif.

Masterlite Manufacturing Co.
2753 Kensington Ave. Philadelphia, Pa.

Meil Electric Manufacturing
Germantown & Glenwood Aves., Philadelphia, Pa.

W. H. Meisenhelter Co.
Landisville, Pa.

Melrose Lighting Co.
6808 N. Franklin St. Philadelphia, Pa.

Merchandising & Manufacturing Assoc.
Breneman Bldg. Lancaster, Pa.

Metric Manufacturing Co.
158 East Grand Avenue Chicago, Illinois

Monmouth Electric Products Company
P. O. Box 83 Asbury Park, New Jersey

Monogram Lighting Units, Inc.
14 Prospect Place East Orange, New Jersey

Naxon Utilities
3600 Touhy Avenue Chicago 45, Illinois

Ozone-Lite Incorporated
162 Bowery New York 12, New York

Pressteel Company
2229 Fourth St. Berkeley, California

Rajak Mfg. Company
245 N. Fourth St. Tipp City, Ohio

Reinhardt-McArthur Co.
2119-23 Gravois St. Louis 4, Missouri

Robboy Electric Mfg. Co.
2062 East 70th St. Cleveland 3, Ohio

S & R Lamp Mfg. Co.
18 Packer Avenue Romson, New Jersey

Sanitron, Inc.
24-10 40th St. Long Island City 1, New York

J. T. Sexton Co.
P. O. Box 6684 Dallas, Texas

8 W. 9th St.
Kansas City, Missouri

Spear Lighting Fixture Mfg. Co.
49-61 Clymer St. Brooklyn 11, New York

Standard Products Company
356 South Ave. Whitman, Massachusetts

Stanley Electric
3700 So. 80th St. Philadelphia Pennsylvania

Sterling Industries, Inc.
2741 Coral St. Philadelphia 34, Pa.

Ray C. Stove & Company
P. O. Box 150 Valparaiso, Indiana

914 N. Lafayette St.
434 Grand St. Bridgeport 4, Connecticut

D. Stratfield Co.
158 East Grand Avenue Chicago, Illinois

Call your G-E Lamp representative for free, attractive G-E OZONE LAMP display material and customer literature for your store, or write Dept. EM-2, Lamp Division, General Electric, Nela Park, Cleveland 12, Ohio.

You can put your confidence in—

GENERAL  ELECTRIC

There's Vornado's

Quality products
that have a "PLUS"
factor in satisfaction
for the

- DISTRIBUTOR
- DEALER
- CONSUMER

**Vornado POLICY IS TO
NOW . . . NEXT YEAR**

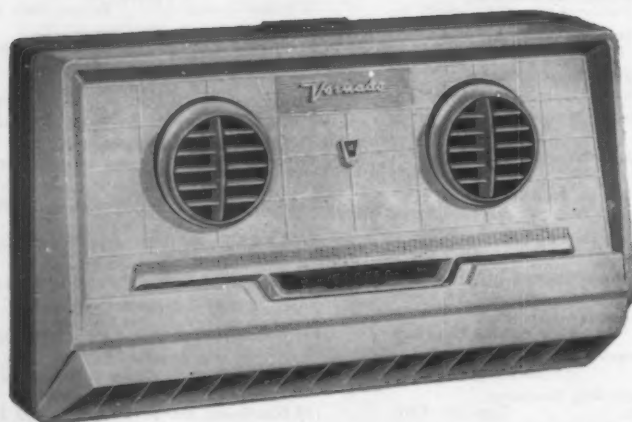
DISCOUNTS: Adequate discount structures giving dealers and distributors fair profits has given Vornado one of the strongest distribution organizations in the industry.

FRANCHISES: A Vornado franchise means a trade area for the dealer. No direct discounts, no direct deals and no dumping of obsolete models.

PRICES: Vornado prices and dealer margins are competitive in the quality field and justify volume potential.

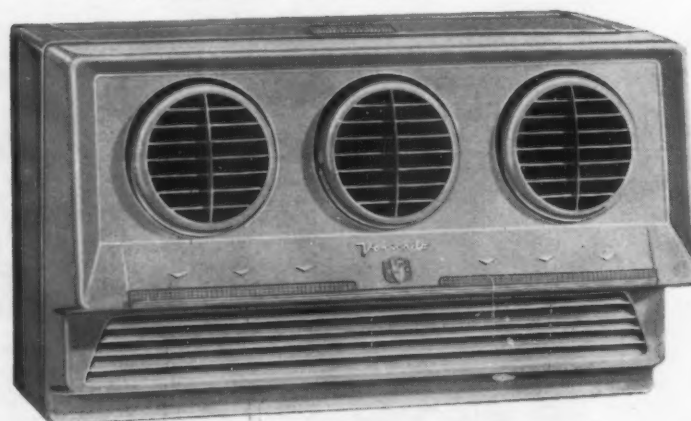
NEW MODELS: But no dumping of units at distressed prices, no old models as leaders, and new model introductions when dealer stocks are low. This proves Vornado's policy.

Vornado gives you more in '54



$\frac{3}{4}$ H.P. DELUXE MODEL 75 WAC2

1 $\frac{1}{2}$ H.P. MODEL 150 WAC



6 SIZES OF WINDOW TYPE AIR CONDITIONERS FROM $\frac{1}{2}$ H.P. TO 1 $\frac{1}{2}$ H.P.

THE O. A. SUTTON COR
An Independent Manufacturer

a reason for acceptance



*The Year's Design Review the Fashion Academy
Gold Medal Award for Air Conditioners for 1954!*

*The first room air conditioner ever honored... and the only
room air conditioner receiving this outstanding award in '54.*

PROTECT VORNADO DEALERS AND FOR THE FUTURE

SERVICE POLICY: Field training at dealer level by regional Factory Service Engineers. Vornado Factory Service Engineers located in the field give immediate assistance on service calls.

BRAND NAME: The largest promotion and advertising program in the air-conditioning industry will create consumer acceptance of the trade-name, "Vornado."

SALES PROMOTION: Hard-hitting sales promotion and advertising is tailored to Vornado dealers and their problems on the local level. Vornado's reputation is outstanding in dealer cooperation.

SALES TRAINING: Capable and experienced Vornado District Sales Managers and well-qualified Distributor Sales Personnel give you thorough product training and timely promotional assistance.

Make your distributor Prove it!

A consistent factory
policy of integrity
and responsibility

with • DISTRIBUTORS
• DEALERS
• CONSUMERS



MODEL 38C AIR CIRCULATOR

16 MODELS AND SIZES OF AIR CIRCULATORS



MODEL 32 "TWIN CONVERTIBLE"

PORATION • Wichita, Kansas
Specializing in Cooling Appliances

Admiral gives you ACTION NOW!



21" TV Table Model T2211
EBONY FINISH

*Prices slightly higher South and West—



21" TV Console Model C2246
MAHOGANY FINISH



21" TV-Radio-Phono Model K2226
MAHOGANY FINISH



**BRAND NEW MODELS—
BUILT IN 1954!**

GET ACTION NOW WITH ADMIRAL'S 3-POINT PROFIT-PROTECTION PLAN!

- 1 NO CUT-PRICE ADVERTISING on Admiral's '54 line!
- 2 LONGEST DEALER DISCOUNTS in history for profitable wheeling, dealing and trading on your sales floor!
- 3 EVERY MODEL BUILT IN '54—no "dumps," no "close-outs"!

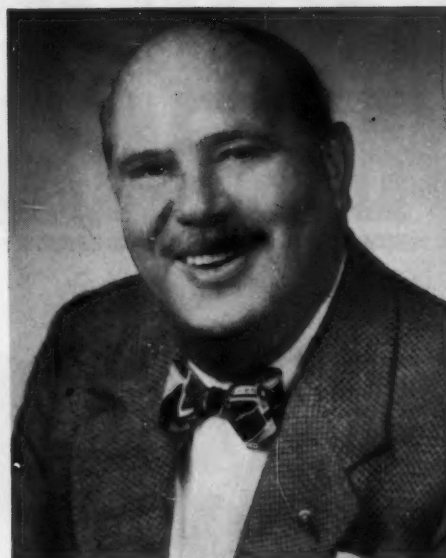
Admiral WORLD'S LARGEST TELEVISION MANUFACTURER

LOOK WHO'S SELLING

Pennsylvania



TOM JOYCE, President of Raymond Rosen Company, Inc., one of the nation's leading appliance distributors, counts on Pennsylvania Glass-Lined Water Heaters for consistently satisfied customers.



ELMER HAMBURG, President of Hamburg Brothers, Pittsburgh, distributors of a complete line of quality appliances, endorses Pennsylvania products for their dependability and extra sales features.

...here's why the country's leading appliance distributors

promote *Pennsylvania Vitraglas* glass-lined water heaters:

No equipment on the market meets Pennsylvania's 5-way sales

appeal! (1) Highest quality construction backed by the leaders of the industry, (2) Most complete size range, including upright and table top models featuring Vitraglas glass-lined tanks, (3) Beauty of design for extra feminine appeal, (4) 10 year warranty, (5) Attractive retail prices with full dealer mark-up!

FULL LINE OF **GAS** AND ELECTRIC MODELS

ATTENTION DISTRIBUTORS:
Territories are still available for exclusive franchise. Write for full information.



Since 1881
Pennsylvania AMERICA'S FOREMOST WATER HEATER MANUFACTURER
RANGE BOILER CO.
24TH & ELLSWORTH STS. • PHILADELPHIA 46, PA.

FARBERWARE REVOLUTIONIZES WITH A SENSATIONAL NEW THAT BREWS COFFEE FASTER



**WORLD'S FASTEST
COFFEE MAKER!**

Makes 2 cups in

2½ minutes!

10 cups in 8 minutes!

It obsolesces every other Automatic on the Market . . . and brings you the greatest day-in, day-out sales opportunity with the biggest volume and turn-over in coffee-maker history.

**Be first to feature
it in your city**

ORDER NOW

THE COFFEEMAKER MARKET SUPER-SPEED "AUTOMATIC" THAN YOU CAN BOIL WATER!



It's an exciting product...with the
Most Sales-Exciting Program in Years!

- BIG-SPACE ADS AND FULL PAGES...IN TOP NATIONAL MAGAZINES, STARTING MARCH
- GORGEOUS FULL-COLOR, FLASHING ACTION DISPLAYS FOR EVERY DEALER
- LOCAL MARKET PROMOTIONS IN NEWSPAPERS, TV AND RADIO
- SALES-CLINCHING DEALER MAILING PIECES

PLUS

a wealth of
other effective material.



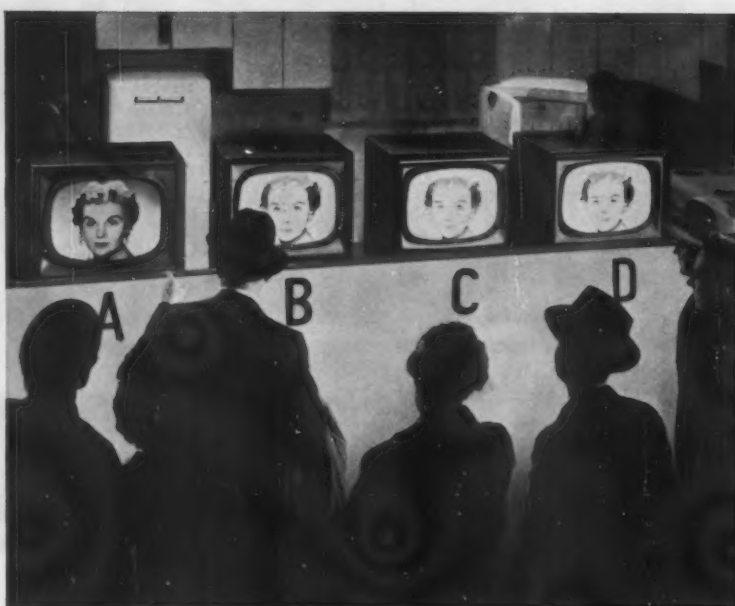
Super-Speed
FARBERWARE

AUTOMATIC Cup-a-Minute COFFEEMAKER

directly from **S. W. FARBER, NEW YORK 54, N. Y.**



"SENSATIONAL INCREASE," writes R. L. Bidwell, of W. and J. Sloane, Beverly Hills, California. Other stores coast-to-coast boom G-E side-by-side selling—like Hatch and Co., Colorado Springs, and Egan and Bisbing, Syracuse, N. Y.



ALL ACROSS THE COUNTRY — in small towns, in big cities — 108,792 shoppers compared leading makes of big screen TV in action. Sets—tuned to peak performance—had names masked. America's verdict: G-E voted best picture 7 to 1—nationwide!

SLOANE HITS BONANZA WITH G-E SIDE-BY-SIDE SELLING!

Promotion inviting shoppers to pick clearest picture pays off big in traffic and sales!

FROM Buffalo to Beverly Hills no method of selling television ever paid bigger returns than the G-E side-by-side selling comparison program. Imagine floor traffic up ten times and more—with on-the-spot closings as high as 25%.

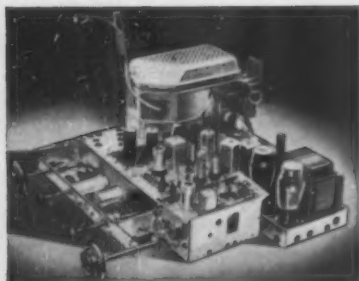
Latest reports show that 108,792 shoppers have already taken part in comparing TV for the clearest

picture. Naturally, we're happy that G-E television was voted best 7 to 1 nationwide. But you will be even more interested in the fact that over-all store sales were tremendously increased by these promotions.

Get the full details from your G-E distributor! Put this quick, easy, low cost promotion to work building sales and profits for your store.

General Electric Co., Radio and Television Dept., Electronics Park, Syracuse, N. Y.

Here's why customer after customer picks G-E ultra-vision



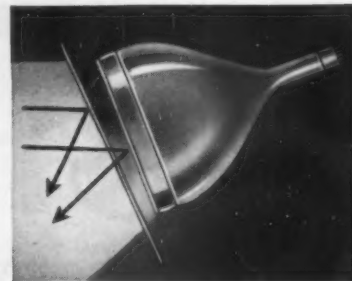
1. IT'S G-E FOR PULL-IN POWER! G.E.'s power packed chassis — with 22 tubes and 4 rectifiers — doubles previous sensitivity.



2. IT'S G-E FOR PERFORMANCE! G.E.'s Aluminized Tube "mirrors" light out to viewer — increases contrast up to 100%.



3. IT'S G-E FOR PICTURE! G.E.'s black-tinted safety glass — cuts unwanted room light ... provides an extra safety feature.



4. IT'S G-E FOR EYE COMFORT! G.E.'s anti-glare feature side-tracks reflections — gives most enjoyable picture ever.

You can put your confidence in—

GENERAL  ELECTRIC



\$27.50
RETAIL

THE SUPER DE LUXE, the ultimate in completely automatic toasters. Has no equal, at any price. Lowers the bread by itself. Power-Action gently takes the bread right out of your fingers. It lowers bread, starts it toasting, and serves it up fast. Toast is always perfect—light, dark, or in-between. Toast rises extra high.



STILL ONLY
\$23.00
RETAIL

THE DE LUXE, most for the money. Outperforms all other toasters in its price class. Makes perfect toast every time. A beautiful toaster that stays beautiful. Push-button crumb tray for quick cleaning. Large, cool handles. Extra-high toast pop-up makes small slices easy to remove.

Among all first-line toasters...

Only Toastmaster gives you the many benefits of TWO models!

**A McGraw Electric
ad a week
for 52 weeks
in POST for 54!**



*"TOASTMASTER" is a registered trademark of McGraw Electric Company, Elgin, Ill. © 1954.

The "Toastmaster" Toaster has always had the greatest consumer demand. Hence this brand has always been easiest to sell.

And since "Toastmaster" is the most-wanted brand in toasters... think of the added advantages to you now of selling *two* models with this famous name.

Here is the only first-line brand on which you can offer that always desirable merchandising feature... *selection*. Here you can trade up to a higher ticket. *And that isn't possible on any other nationally advertised toaster on the market today!*

Yes, you can trade up... without becoming involved in confidence-destroying *brand switching*.

You save time per transaction when you concentrate your sales effort on one brand. That's true especially when that one brand covers both ends of the accepted-quality toaster price range.

Your money won't be tied up in slow-moving miscellaneous toaster inventory. And every sale is at *full profit*.

Here is an entirely new era in toaster merchandising. Gone are the days of "Which toaster do you prefer?" Now, within the con-

lines of a single brand, America's most famous brand, you can ask the more sales-productive question, "Which 'Toastmaster' Toaster do you prefer?"

Remember, two "Toastmaster" Toasters mean *twice* the toaster sales potential for you!

So concentrate on the "Toastmaster" brand. Stock, display, and promote both "Toastmaster" Toasters... and you'll sell *both* in ever-increasing volume.

But don't wait to cash in. Surveys prove that 20% of all weddings occur in the *first three months* of the year. Add to this big gift market the millions of anniversaries, birthdays, and other gift occasions during January, February, and March.

Yes, the market is *there!* It's there *now!* Order both "Toastmaster"* Toasters from your distributor today.

TOASTMASTER
automatic TOASTERS

No Room for Industrial Complacency

Do you believe that American industry is equipped with remarkably up-to-date and efficient machinery? If you do, you are mistaken. The fact is that a large share of American industry's equipment is ancient, of obsolete design and incapable of attaining the efficiency that is made possible by modern production techniques.

This fact is documented by the Seventh Inventory of Metalworking Equipment, just completed by AMERICAN MACHINIST, a McGraw-Hill publication. In brief, AMERICAN MACHINIST shows that:

1. More than half (56%) of American industry's most basic production equipment—machine tools and metal-forming units—is overage, and much of it is so old that it has very limited usefulness.

2. Since Korea, the situation has become dangerously worse.

Facts vs. Plausible Theory

These conclusions contradict the widely-held

impression that America's industrial equipment is in better physical shape than ever before. The prevalence of this impression is not surprising. We, as a nation, have spent about \$125 billion for new industrial plant and equipment since World War II. That is more than in any previous period in our history. During 1953, American industry invested \$21 billion in new plant and equipment, an all-time high. From this, it would be reasonable to infer that our industrial plant and equipment must be in fine condition.

But the facts do not support that inference with respect to the machine tools and other metalworking equipment that are so crucial to our economy in war and peace. Here are the key findings of the AMERICAN MACHINIST Inventory:

- (1) More than one million machine tools—out of a total of less than two million in the metalworking industries—are at least ten years old. Many of these, after day and night operation

during the war years and the recent rush to rearm, are actually much older production-wise than their age in years indicates. In most cases, these machines are unable to produce goods as efficiently as modern equipment can, thus needlessly increasing costs.

(2) Almost one out of five machine tools is more than twenty years old. Most of these machines are so outdated by modern standards that they have little more than scrap value. And an even larger portion of our metal-forming equipment (presses, brakes and shears, bending and straightening machines) has passed the 20-year mark and is beyond normal retirement age.

(3) Two out of three machine tools are of designs predating World War II, though many of them have been built since the war. Thus, two-thirds of our machine tools fail to incorporate the many major postwar improvements in design and operating methods.

(4) Never before has outmoded high-cost equipment been so widely diffused throughout American industry. In every one of fifteen major divisions of metalworking production, more than 45% of the machine tools are at least ten years old.

(5) Not since the depression days of the 1930's has the average age of machine tools risen so rapidly as it has in the past four years. Today, 55% are ten years old or older, compared with 43% just before Korea.

Quality vs. Quantity

Why has the condition of our metalworking equipment been steadily deteriorating since the end of World War II? Part of the explanation lies in the fact that, in the immediate postwar years, production of metalworking equipment lagged behind the production of industrial equipment generally. The larger part of the explanation, however, lies in the tremendous postwar expansion of the American economy. This expansion, which has more than doubled our total industrial capacity, has imposed requirements for metalworking machinery that have been met only by more extensive use of old and obsolete tools. In the critically important field of metalworking, the job of providing up-to-date tools is bigger than it ever has been.

There are those who argue that the time has come to cut back investment in new industrial plant and equipment and divert more of the national income into current consumption. They cite both the great increase in the nation's total industrial capacity since World War II and the fact that some industries now have more than ample producing capacity to meet their needs. But this type of calculation leaves out the *efficiency* of that producing capacity.

The AMERICAN MACHINIST Inventory makes it manifest that in the key field of metalworking we are alarmingly short of first-rate, low-cost producing capacity. If we fail to remedy this situation by speeding the replacement of obsolete tools, it will be at the peril of our prosperity, at the peril of a sustained increase in our standard of living and of our national security.

McGraw-Hill Publishing Company, Inc.



MR. G. FRANK FLYNN, manager of Arkansas Radio & Appliance Co., with headquarters in Fort Smith, Ark., states:

"Wish every dealer would line up with Commercial Credit..."

"because COMMERCIAL CREDIT is always familiar with current floor plan deals. Their plans enable our dealers to carry adequate stock without too heavy a financial burden. Their Automatic Insurance Coverage feature is excellent. Factory to customer financing is good because it gives the dealer control over his business, prevents lost sales due to outside influences, gives him a financing weapon to meet competitive plans."

**COMMERCIAL CREDIT DEALERS
ARE *Successful* DEALERS**

Appliance dealers and distributors have learned—through experience—that they can look to COMMERCIAL CREDIT PLAN for financing that's flexible, dependable and complete. Ask your distributor for a copy of our booklet "Buy and Sell with Sound Financing." Or, get in touch with your nearest COMMERCIAL CREDIT office today.



**COMMERCIAL
CREDIT
CORPORATION**

A service offered through subsidiaries of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$135,000,000 . . . offices in principal cities of the United States and Canada.

The Fabulous Air Conditioning Boom

- ▶ Last year industry production tripled and retail sales doubled; in the coming year the trade is sure it will hit new highs again
- ▶ Behind this confidence is a realization of the vast potential market for the product, both in residential and commercial applications
- ▶ Still, the industry has its share of problems; among them—heavy competition, the seasonal nature of the business and inadequate wiring

By TED WEBER Jr.

THE manufacturers who make up the room air conditioner industry last year produced more than a million units for the first time in history and in the coming year the retailers who handle room air conditioners will sell a million units for the first time.

That the industry will be able to achieve this latter milestone is almost a foregone conclusion among top-flight manufacturers. Their confidence in establishing new sales records, however, does not obscure the fact that the coming months will be extremely competitive and that the room air conditioning industry has some problems peculiar to it alone. Increasing competition at the manufacturing and retailing levels, price cutting at retail, the seasonal nature of the business and the increasing headaches due to inadequate wiring are among the problems most frequently mentioned in the trade.

Yet the prevailing sentiment in the industry is optimism. These problems (peculiar to the industry itself) and the general economic factors, which may have a depressing effect on all business in the year ahead, do not

obscure or dampen the enthusiasm the trade holds for the coming season.

Figures Don't Lie

The only really accurate statistical measures of the growth of the room air conditioner industry are the yearly figures on manufacturer's shipments published by the Air Conditioning and Refrigeration Institute. A reference to Table I will show that in 1953 the industry shipped over a million units.

This is a spectacular achievement,

almost tripling the previous year's production and totaling more than the combined outputs of the preceding seven postwar years.

Yet these figures need some interpolation to be completely accurate. To begin with, they are just what the name implies: manufacturer shipments to distributors. No one contends that the industry sold a million units at retail in 1953. To get such a figure you must deduct inventory carry-over and advance 1954 production from

the 1953 shipment total. It's extremely difficult to get accurate figures on either of these points. Some manufacturers think that up to 120,000 units are being carried over from the 1953 season. Others feel this figure is much too high. Similarly, there is uncertainty as to how much of the 1,075,000 figure is accounted for by advance production on 1954 models. Taking these two unknowns into consideration, most manufacturers think that between 750,000 and 850,000 units were sold in 1953.

In 1952 just the reverse was true; retail sales ran ahead of manufacturer shipments for the simple reason that 1952 was a sell-out year and there were fairly substantial stocks of 1951 merchandise to dispose of. Estimates place the 1952 sales total at somewhat in excess of 400,000 units.

Thus, on the basis of these adjustments, retail sales of room air conditioners in 1953 were about double those of 1952 (and not triple as were manufacturer shipment figures).

Looking Ahead

What will happen to retail sales in the year ahead? Some firms think that

HOW THE BUSINESS HAS GROWN

Year	Factory Shipments	Estimated Average	
		Retail Price	Retail Value
1953	1,075,000	\$392	\$420,530,000
1952	365,000	388	141,758,000
1951	237,500	365	88,687,500
1950	195,000	370	72,150,000
1949	95,500	410	39,155,000
1948	76,500	425	32,512,500
1947	42,900	460	19,734,000
1946	29,840



the industry can double its 1953 figures. That would mean sales of about 1.6 million units. Other companies are considerably more conservative and feel that 1954 will show a numerical increase equal to that in 1953. Thus, just as 1953 business jumped 400,000 units over that of 1952, 1954 sales would move ahead another 400,000 units. That would mean a total of 1.2 million units sold at retail in 1954. On the record the industry has consistently underestimated its performance and it might be safe to choose the higher figure. However, with totals moving beyond the million mark it becomes less and less likely that the industry can surprise itself as easily as it has in previous years.

Obviously, however, even the more conservative of these guesses indicates that room air conditioners have moved into the big time. For the purpose of comparison with other products it is useful here to revert to manufacturers' shipments. If the industry ships 1.5 million units in 1954 (a conservative guess if sales total 1.2 million units and if more and more firms adopt the practice of producing next season's lines in the late fall) the room air conditioner will be the third biggest appliance in terms of unit shipments. Only refrigerators and automatic washers (with estimated 1954 goals of 3.4 and 1.9 million units, respectively) will have bigger unit totals. The room air conditioner will move ahead of conventional washers (1.4 million) and ranges and freezers (about 1.2 million each).

That's a big jump for any product which has been on the market in really commercial quantities for only nine years. If the room air conditioner has the growth potential which its supporters believe it has it is entirely possible that by 1955 the business will have passed automatic washers (unit-wise) and will be second only to refrigerators.

Crystal Gazing

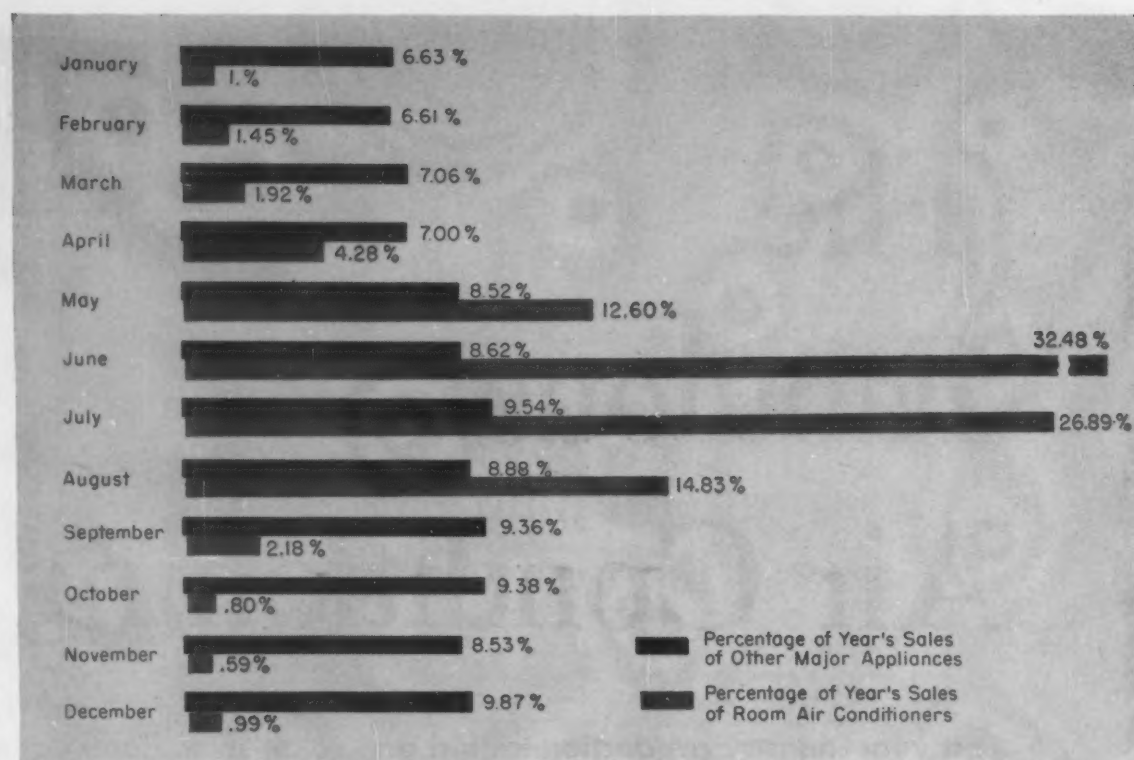
Nor do your projections have to stop at this point. Many people in the room air conditioner field feel that eventually sales of room units will surpass refrigerator sales. In support of this belief they point out that:

- by and large, the refrigerator is a one-per-home item while multiple sales of air conditioners to a single home are possible
- there is a vast business and professional market for room air conditioners
- the refrigerator is faced with a well-saturated market and must rely largely on replacement sales (90.4 percent). The room air conditioner, on the other hand, currently has a domestic saturation of only three percent.

Each of these factors deserves additional consideration for the light they throw on the nature of the room air conditioner market, its promises and its limitations.

Multiple Installations

"The guy who buys an air conditioner for his bedroom and lets his



WHEN THEY'RE SOLD

The figures above are based on monthly sales totals reported by a number of utilities throughout the country. The figures for "Other Major Appliances" represent an average of monthly sales of washers, ironers, dryers, dishwashers, disposers, refrigerators, freezers, ranges and water heaters. The chart clearly indicates the extremely seasonal nature of the room air con-

ditioner business. From a low of .59 percent in November, room air conditioner sales range to a high of 32.48 percent in June. The monthly sales pattern of "Other Major Appliances" shows no such variation, fluctuating only from a low of 6.61 percent in February to a high of 9.87 percent in December. (All figures based on 1952 sales.)

kids swelter is a heel." That's the way one sales manager sizes up the compulsion which motivates multiple installations in the home. Put less baldly, it comes down to the fact that comfort is contagious, that the family man who buys comfort for himself will buy it for his children, and that the home owner who has had a taste of air conditioned comfort in one room will be anxious to enjoy the benefits of room air conditioning throughout his house.

1.5 Units Per Owner

These multiple installations are already an important factor in the residential air conditioning picture. Mitchell Mfg. Co. found (in a copyrighted survey of the Chicago market in 1952) that the average home with room air conditioners had 1.8 units. This figure, taken as it is from a metropolitan area survey, may be high. Other manufacturers have estimated it at about 1.5 units per home. Hotpoint, in a survey of owners of its room air conditioners last year found the average per home was 1.2 units. Perhaps more important, the Hotpoint owners indicated that the next appliance they wanted was another air conditioner.

In recent years the largest share of

the room air conditioning business has been done in the residential market. Estimates for 1953 indicate that three out of every four units went into homes. This was up from 1952 (when one firm estimated 65 percent went into homes) and reflected a considerable change from the late 40's when office and business installations were highest. Yet one of the most promising developments in the room air conditioner business is the fact that room units are holding their own against competition from central units in air conditioning offices and commercial buildings.

This trend popped into the news last year when Philco sold 900 units to air condition the new Gulf building in Pittsburgh. Cost of a central system was estimated at between 1.5 and two million dollars. The room units, installed, cost only \$300,000. A central system would have required 500 tons of water daily (at a cost of \$420 per day).

A more recent application of this type was made by Hotpoint in air conditioning its Chicago offices. Admittedly Hotpoint, a manufacturer of room units, had a personal stake in choosing room units. But the arguments offered in support of this course

of action are, nevertheless, impressive:

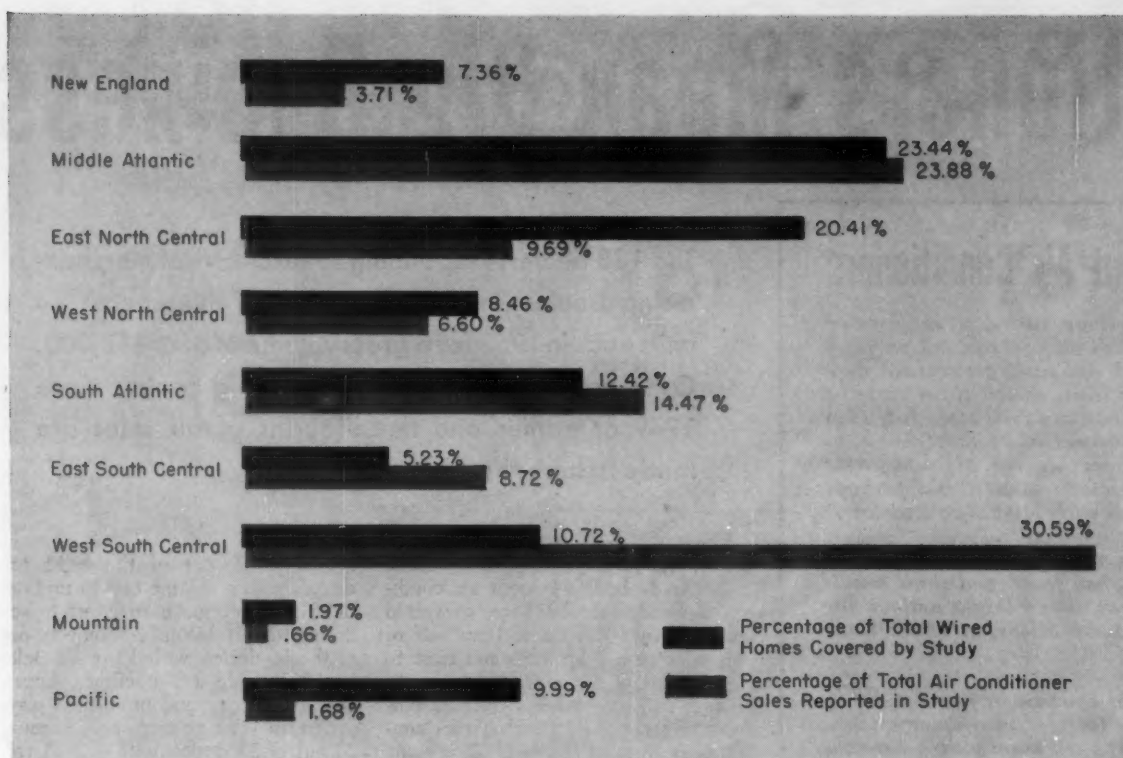
1. There is less cash outlay in buying room units than in purchasing a single control unit (Hotpoint says 20 to 33 percent less)
2. When a unit is being serviced only that one unit need be shut down—or it can be replaced temporarily with another unit
3. Room units offer individual cooling instead of mass cooling
4. In many cases service is direct from the local dealer rather than the factory.

In certain installations of this type the individual dealer may be able to handle the business. Obviously the 900-unit installations are not going to fall to the retailer. But grocery stores, drug stores, beauty parlors and so forth, with a potential of from two to ten units per store are obvious markets for the appliance dealer.

The introduction this year of 1.5 hp. window units should also help the dealer go after certain of these commercial installations. One new unit will do the work of two smaller units while necessitating only one installation.

Untapped Market

Residential saturation on room air conditioners is only 3.2 percent accord-



WHERE THEY'RE SOLD

Accurate figures on room air conditioner sales by states or regions are not available for publication. In an effort to provide some idea of the geographic distribution of the business, the research staff of ELECTRICAL MERCHANDISING has compiled the regional breakdown indicated in the chart above. The figures are based on data submitted by utilities for use in the January statistical and marketing issue of this magazine. Although 224 power companies replied to the survey, only 123 supplied information on esti-

mated room air conditioner sales in their areas. These 123 companies serve 24.5 million wired homes (56.3 percent of the national total); they reported sales of 530,000 room air conditioners in their areas in 1953. On the basis of this information it is clear that the West South Central and Middle Atlantic regions are the top markets for room units. The West South Central, for example, did 30.59 percent of the total air conditioner business reported in the survey while having only 10.72 percent of the wired homes.

ing to estimates prepared for the January issue of ELECTRICAL MERCHANDISING. This figure is computed against a base of 43.6 million wired homes although there are actually 46.5 million homes in the country.

Obviously, every wired home is not a prospective air conditioner market. Some houses heated by warm air furnaces (there were 11.3 million such residences in the 1950 census) may eventually be air conditioned by the addition of cooling equipment to the heating plant. This method of air conditioning, however, is not practical with the 9.9 million homes having piped steam heat or hot water central heat or with the 20.3 million homes having non-central heating. Adding these latter two figures produces a potential market of about 30 million homes. To this you can add many of the 11.3 million homes having warm air furnaces (since some of these houses have furnaces which are not readily adaptable to central cooling equipment and since some owners of such homes might prefer a room unit to a central cooling unit).

Lack of wiring, economic considerations and climatic conditions will, of course, narrow down this 30 million-plus market but it is obvious that the

room air conditioner has come nowhere near tapping the potential market with only 1.38 million units now installed in residences. And, as mentioned earlier, multiple installations compound the possible market.

No other appliance has a lower saturation; conversely, then, no other appliance has a bigger potential.

Ace in the Hole

Considerations like these (multiple installations, a large commercial market, and an untapped residential market) make it obvious why manufacturers feel that any ceiling on annual sales of room air conditioners is some distance off. In addition, some firms are counting on an ace in the hole—new products. While this article was being prepared, two major firms hinted to editors of ELECTRICAL MERCHANDISING that radical design changes would be made in 1955. Neither source would be more specific but both intimated that the changes would be more drastic than any recently made. Obviously such a development would hasten the appearance of a replacement market—a practically unknown condition in the room air conditioner industry today.

Thus, the long term prospects for

the industry are extremely favorable. The short term view is attractive, too. Any industry which can double its sales year after year is showing every sign of good health. But the fact that the industry as a whole is going to do more business than ever next year is only one face of the coin. The other poses the big question: who's going to do the business?

The firms which took the biggest share of the 1953 market make no secret of their intention to maintain their take in 1954. Even so, an expanding market will leave an expanding share to be split among the remaining firms in the field. The catches in this proposition are twofold, however; all the others are ambitious and there seem to be more of them every day.

Industry Has Grown

In 1946 the industry had only a handful of firms marketing room units. Today there are over 70 firms in the field and new starters appear with amazing frequency. A maker of watches, for example, is supposed to be considering marketing a room air conditioner. In addition, a number of firms which were in the 1953 picture only to gain experience and to run

market tests are making big noises about their plans for 1954.

Can the industry support this many brands. Many observers say no and point to the experience in other product lines. Refrigerators today, for example, are marketed by only 35 or 40 firms. Or take television. In its infancy the industry had 40 manufacturers. This shot up to about 130, then began to taper down.

But any such reduction in the ranks of air conditioner manufacturers (more properly "marketers" since only about one of three units now on the market is actually manufactured by the firm whose label it bears) is some distance in the future. For 1954, at least, and perhaps for a number of years after that, there will be at least as many brands on the market as there were in 1953. With many of these firms aiming at considerably bigger shares of the market it is little wonder that ambitious ad plans are being laid by the industry for the coming year.

Bigger Ad Budgets

The expanded advertising plans stand in both a cause and effect relationship in regard to the expectations for record-breaking sales next year. Since many firms peg their advertising to sales quotas, the expectation of all-time high sales quite naturally produces record-breaking ad budgets. But the stepped-up promotional expenditures are also regarded as tools which will make possible record sales.

The importance being placed on this promotional and advertising activity is typified by the comment of the sales manager of one of the country's leading room air conditioner producers. Says he: "The big difference in volume sales of room air conditioners in 1954 will be in the difference in the effort placed behind advertising and merchandising. We have about 97 firms offering room units which are basically the same products. The scope and effectiveness of the advertising and promotion will be deciding factors in determining which firms do the biggest share of the business."

Early showings of 1954 models tend to back up this man's contention that the industry is selling 97 varieties of the same basic product. Several innovations incorporated in a few lines in 1953 have been widely adopted on this year's lines; flush mounting, provision for heating as well as cooling, automatic controls and thermostatic operation are among the features appearing on many more units in 1954.

Other Headaches

But intensified competition is only the most obvious of the problems besetting the industry as it prepares for another record breaking year in 1954. Foremost among these additional headaches are the matters of seasonal selling and inadequate wiring.

The industry is no longer kidding itself that room air conditioning can become a bona fide year round proposition. One executive admits frankly that the business will never be a 12 month affair. Another says that his

(Continued on page 120)

Air Conditioners Mean Big Business

What Dealers Say About Air Conditioners

● "We can't expect the weatherman to be as cooperative every year as last. You can't install all you can sell on peak demand in height of season and you can't get trained men for such a short time; so, either learn to sell them early or don't hope to expand your sales. You can't sell after July 15th even in hot Houston and certainly not in Philadelphia even when it is hot in September as it was this year. Manufacturers will have to adjust the power factor weakness and perhaps figure a way to equip ¾-ton units with 110-220-volt motors."

● "We find and are continuing to exploit the field where people are afflicted with asthma, hay fever, and sinus conditions. We have sold a few that way with a bright outlook for the future. We are located on Lake Michigan where sinus conditions are prevalent."

● "One of the primary causes of concern in merchandising air conditioning is overstocking—for fear of unquestionably dead and unmovable carry-over. We sell more units where we have a repurchase agreement with the various makers as we can sell and merchandise their lines more fully."

● "The selling price of room air conditioners has been quite high. It is a big factor in limiting the number of sales. Also most people expect a RAC to cool the whole house or apartment. It is very hard not to oversell the ability to cool more area than is possible. We need more penetration and capacity in most units."

● "Our situation here is rough cut-rate proposition. Most buyers find some brand wholesale and three leading brands are sold by distributors to consumers at any price they can get from dealer-cost-plus-10% to dealer-cost-minus-10%. Unless you can arrange a good brand direct from factory we can't compete profitably unless it settles down to leading brands. AC is probably the poorest retail appliance to ever hit here. Strangely, other appliances are fairly well fair-traded with no discount houses and little price-cutting by established dealers."

● "Public should be educated to expect to do special wiring for AC. Manufacturers should not advertise plug-in units, but should be honest enough to advise that additional wiring will be needed for safety."

● "Do not try to sell because of discount selling in St. Louis... have found a lot of dissatisfied customers because of inadequate wiring and undersold on size required to do the job expected."

● "We do not intend to sell AC next year. This year we did the surveys and sales calls as well as the advertising and in 90% of the calls we made and after the survey was made, the prospective customer asked, 'How much do I get off?' Net result, we did the work and the distributors made the sales to our customers or some dealer was loaded and became panicky and unloaded at cost. Next year they can do the work, too."

● "Our market (Cincinnati and vicinity) had a terrific rash of price-cutting on air conditioners this past year... unusually large amount of back door selling by distributors."

● "One line of air conditioning is all one dealer needs. This will control price cutting."

● "We find the season is so short that unless you get a substantial down payment you will likely have to repossess the unit at the end of the season. We had to take about ten units back for this reason. We are not too enthused with this business. It probably never will be a big factor with us." (Norfolk, Va.)

The 138 dealers responding to an Electrical Merchandising Dealer Panel survey sold an average of 44 units each in 1953 for a gross volume of over \$17,000. Over half of them have been selling coolers since 1949 or earlier and three-fourths of all sales are made to homes and apartments

THE average appliance dealer sold about 44 room air conditioners in 1953 as compared with 36 in 1952. More than half of his sales were ½ hp units and close to 74 percent of his sales were made to homes and apartments. Over 87 percent of retailers do their own air conditioner installations and 82 percent do their own service.

These are some of the basic conclusions of an ELECTRICAL MERCHANDISING air conditioner survey participated in by 138 members of the magazine's Dealer Panel.

The survey shows that 50.7 percent of the responding dealers have been in the air conditioner business since 1949 or earlier. In fact, 26.1 percent have been selling room coolers since 1946 or earlier. The biggest new entry into the field was during the boom year of 1950 when 15.2 percent joined the air conditioner sales ranks. Another sizable proportion, 11.6 percent, joined up in 1952.

Although industry figures show a 195 percent increase in manufacturer sales in 1953 over 1952, the survey shows only a 22 percent increase in sales among the questioned dealers, indicating that the industry's volume increase resulted from wider distribution by new outlets and, as some manufacturers have declared, from a big increase in sales by department stores and the larger dealers. The average of 44 sales per dealer reported represents a volume of \$17,248, based on an average list price of \$392.

The survey returns show that in both 1952 and 1953 about 80 percent of the respondents sold 50 units or less. However, within this limitation there were substantial volume increases. For example, in 1952 only 6.5 percent of the dealers sold between 21 and 30 units, but in 1953 over 12 percent sold in this bracket.

Demonstrations and Sales

It is interesting to note the relationship between volume and dealer activity in demonstration. All eight (5.8 percent) of the reporting dealers who sold more than 100 units in 1953 had units hooked up in their stores for live demonstrations, but only 38 of the 56 dealers (40.5 percent) who sold 10 or less had live demonstrators.

Similarly, six out of the eight top dealers with a volume of 100 units or more say they make an effort to sell during the off season. But only 14 out of the 56 dealers with 10 or less sales in 1953 made a like effort. Apparently advertising and promotion plays a part in sales volume, too, because 20 out of 21 dealers with a 1953 volume of more than 50 units say they featured air conditioners in their advertising and promotion while only 77 out of 111 with sales of 50 or less could say the same.

We asked dealers what sort of advertising and promotion they did and by far the biggest number, 15, say they used newspapers. Direct mail got eight mentions; radio, five; literature, four; window displays, two; free home trials, five; free installations, six; terms, three; early season prices, two; and all other methods, such as trade-in allowances on fans, billboards, TV, and rentals with option to buy, one each.

How Many Lines?

The number of different makes that a dealer carries has little bearing on his sales volume. For example, of the eight dealers selling over 100 units in 1953, three of them carried only one line, one carried two lines, one handled three lines, two handled four lines, and one sold more than five lines. Among the 82 dealers who sold 20 units or less, 42 carried one line, 27 handled two lines, eight sold three lines, one had four lines, and four gave no answer to the question. In the 41-60 units bracket, one of the six dealers carried one line, three carried two lines, one carried three, and one carried four. In fact, 61 of the responding 138 dealers carried only one line, 44 handled two, 16 carried three, six carried four, one carried more than five, and 10 failed to answer.

Second Unit Sales

As might be expected with an appliance so new as the air conditioner, replacement sales are not very important, but some dealers are making second unit sales. Almost 77 percent of the dealers say that ten percent or less of their sales go to people who already own an air conditioner. Five percent find that 11 to 20 percent of

(Continued on page 131)

Here Is the Way 138 Dealers Answered Our Questions

When did you start selling Room Air Conditioners?

Date Started	Number of Dealers	Percent
1946 or earlier	36	26.1
1947	9	6.5
1948	14	10.1
1949	11	8.0
1950	21	15.2
1951	12	8.7
1952	16	11.6
1953	11	8.0
No answer	8	5.8
Total	138	100.0

Approximately how many Room Air Conditioners did you sell in 1952?

Number Sold	Number of Dealers	Percent
0-10	73	52.9
11-20	22	16.0
21-30	9	6.5
31-40	4	2.9
41-50	4	2.9
51-60	4	2.9
61-70	1	.7
71-80	—	—
81-90	—	—
91-100	2	1.5
More than 100	9	6.5
No answer	10	7.2
Total	138	100.0

Of your 1953 sales how many went into . . .

Place	Number of Units	Percent
Homes and apartments	3,654	73.5
Business & professional offices	889	17.9
Other	427	8.6
No answer	—	—
Total	4,970*	100.0

*21 questionnaires did not give sufficient information for tabulation.

Who installs the Room Air Conditioners you sell?

	Number of Dealers	Percent
I do	121	87.7
Distributor	10	7.2
Outside organization	11	8.0
Consumer	—	—
Recommended Agency	5	3.6
No Answer	1	.7
Total (base 138)	148*	107.2

*Multiple answers.

If you install them yourself what is the average cost of installation in . . .

	NE	MATL	SATL	ENC	ESC	WNC	WSC	MY	PAC
Homes and apartments	\$22.60	19.50	23.18	18.79	18.81	15.50	16.63	*	21.50
Business and professional offices	*	22.54	28.00	23.26	20.00	17.50	28.06	*	28.00

*Insufficient information supplied for average price

Do you make any effort to sell Room Air Conditioners during the off seasons?

	Number of Dealers	Percent
Yes	50	36.2
No	84	60.9
No Answer	4	2.9
Total	138	100.0

When customers ask for Room Air Conditioner brands you either do not carry or do not wish to sell, are you successful in switching them to another make . . .

	Number of Dealers	Percent
Most of the time	104	75.4
Half of the time	8	5.8
Some of the time	12	8.7
Seldom	4	2.9
No answer	10	7.2
Total	138	100.0

Approximately how many of those you sold this year were . . .

Rating	Number Sold	Percent
1 h.p.	1,139	24.5
¾ h.p.	2,576	55.5
½ h.p.	726	15.6
¼ h.p.	205	4.4
No answer	—	—
Total	4,646*	100.0

*26 questionnaires did not give sufficient information for tabulation.

Is price-cutting competition on R.A.C. as widespread as on other major appliances?

	Total	No.	Percent
Yes	98	71.0	
No	38	27.5	
No answer	2	1.5	
Total	138	100.0	

Do you make pre-installation surveys in the rooms where the Room Air Conditioners are to be located?

	Number of Dealers	Percent
Yes	125	90.6
No	12	8.7
No Answer	1	.7
Total	138	100.0

Do you make any effort to sell Room Air Conditioners during the off seasons? By Sales Volume

Dealers Selling	Yes		No		No Answer		Total	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
0-10 (units)	14	28.0	39	46.3	3	75.0	56	40.7
11-20	9	18.0	17	20.2	—	—	26	18.8
21-30	4	8.0	13	15.5	—	—	17	12.3
31-40	2	4.0	3	3.6	1	25.0	6	4.3
41-50	4	8.0	2	2.4	—	—	6	4.3
51-60	—	—	—	—	—	—	—	—
61-70	3	6.0	1	1.2	—	—	4	2.9
71-80	1	2.0	2	2.4	—	—	3	2.2
81-90	1	2.0	2	2.4	—	—	3	2.2
91-100	3	6.0	—	—	—	—	3	2.2
More than 100	6	12.0	2	2.4	—	—	8	5.8
No volume given	3	6.0	3	3.6	—	—	6	4.3
Total	50	100.0	84	100.0	4	100.0	138	100.0

How many Room Air Conditioner brands do you carry?

Number of Brands	Number of Dealers by Volume						No. Ans.	Number of Dealers
	0-20	21-40	41-60	61-80	81-100	100		
One	42	10	1	4	1	3	—	61
Two	27	9	3	1	3	1	—	44
Three	8	3	1	1	2	1	—	16
Four	1	1	1	1	—	2	—	6
Five	—	—	—	—	—	—	—	—
More than five	—	—	—	—	—	1	—	1
No answer	4	—	—	—	—	—	6	10
Total	82	23	6	7	6	8	6	138

If yes, do you check for adequate wiring capacity?

	Number of Dealers	Percent
Yes	123	98.4
No	1	.8
No Answer	1	.8
Total	125	100.0

What percent of 1953 installations required some special or additional wiring?

	Number of Dealers	Percent
0-10%	18	13.0
11-20%	17	12.3
21-30%	15	10.9
31-40%	10	7.2
41-50%	23	16.7
51-60%	3	2.2
61-70%	4	2.9
71-80%	17	12.3
81-90%	8	5.8
91-100%	20	14.5
No Answer	3	2.2
Total	138	100.0

If additional wiring is required, do you do it yourself or subcontract?

	Number of Dealers	Percent
Do it myself	47	34.1
Subcontract	53	38.4
Recommend an electrician	37	26.8
Leave it to customer	10	7.2
No Answer	3	2.2
Total (base 138)	150*	108.7

*Multiple answers.

Who services the Room Air Conditioners you sell?

	Number of Dealers	Percent
I do	113	81.9
Distributor	17	12.3
Manufacturer	1	.7
Outside organization	9	6.5
No answer	3	2.2
Total (base 138)	143*	103.6

*Multiple answers.

How much do you think the increasing popularity of built-in year-round air conditioning will limit your market for Room Air Conditioners?

	Total	No.	Percent
A great deal	13	9.4	
Some	50	36.2	
Little	57	41.3	
None	14	10.1	
No Answer	4	2.9	
Total	138	100.0	

What percent of your 1953 sales were made to people already owning at least one Room Air Conditioner?

	Percent of Sales	Number of Dealers	Percent
0-10%	106	76.9	
11-20%	7	5.1	
21-30%	6	4.3	
31-40%	2	1.4	
41-50%	4	2.9	
51-90%	—	—	
91-100%	1	.7	
No Answer	12	8.7	
Total	138	100.0	



SPEED in installations is an important part of Constable's diversified attack. He makes certain that no sales are lost because of a lack of units or installation delays, believes that a prompt installation is as important as a good installation.



TIMELINESS is the essence of the individually prepared direct mail pieces of Bill Constable, sales manager of United Stores, Shaker Heights, Ohio. He writes copy one day, gets his mail pieces to room cooler prospects the following day.

Diversified Attack Sells Room Coolers

Sales Manager Bill Constable of United Stores, Shaker Heights, Ohio, aims at three kinds of prospects through a variety of media and sales approaches—a system that requires fast action, but it jumped room cooler sales 30% and fans 50%



FLEXIBILITY has saved many sales for Constable. If prospects discover that an air conditioner big enough to do the whole job is too expensive he switches them to large fans, thus saving the sale.

A FORMER professional football player has learned that a diversified attack is as important in the appliance business as it is in football.

Bill Constable, formerly with the Philadelphia Eagles and the Detroit Lions, knows that one minute you can be playing heads-up football and the next minute you can be several points behind. And it can go that way in selling, too.

When the 1953 air conditioning season got under way, Constable applied his diversification theory—not only by wooing prospects through different media, but also by going after different classes of prospects. He used direct mail, newspaper advertising, an air conditioning rental plan, and

prompt installation service to draw prospects. And he aimed at three groups, the upper economic class, professional people, and factory workers.

Makes Up Own Mailing

How important he considers the time element in his strategy can be judged by the method Constable uses for direct mailings.

He knows he could get manufacturers' mailing pieces, have a good supply on hand, and address them in jig-time when the time is right for selling air conditioners. But Constable says, "I don't like to use the same mailing piece that other dealers will be using. All dealers get the same mailing piece, and all the mailing pieces by one manufacturer tend

to be the same time after time. By making up my own I have an individualized mailing piece, can send a message appropriate to the time of the year and the existing weather conditions, and can even pitch the message to a particular class.

"If you are sending out a lot of mailers (we used 3,000) on a street by street basis, you will want to suit the message to the group of people," Constable states. "This year we went after the upper class in Shaker Heights, the professional class (doctors, lawyers and business officers), and the factory worker. This last group are darn good prospects because many work at night and have a lot of trouble sleeping in the daytime, especially if it's hot.

"But there is one problem with air conditioners," Constable adds. "And that's the price. We had a very high percentage of replies to our mailings. The factory worker, however, was quite surprised to see how expensive air conditioners were and how little space they could cool. They thought they could cool their whole downstairs area with just a $\frac{1}{2}$ hp unit, costing them about \$250. Actually, to cool the whole downstairs area, they would need a one hp unit, running about \$500."

Some Prospects Switch to Fans

So, some prospects who got the story on air conditioning only to discover they just couldn't afford an air (Continued on page 134)



NO HOT SPELL HERE—Well bundled installation crew from Shearn's, New York, rolls a room air conditioning unit into apartment serviceway for typical post-season job. Their tool kit and materials ride on top of the unit; while a dolly makes for easy trucking into the building and its service elevator.

Selling Air Conditioning All Year 'Round

By N. BLEECKER GREEN

Through outside selling and with emphasis on their service, Shearn's of New York City builds a warm weather product into solid business during 12 months of the year

AIR conditioning can work all year, keeping both sales and service staffs busy, if you handle it right. And you don't have to hit a hot spell to be successful.

This is the basic merchandising thought of Shearn's on New York's fashionable upper Madison Avenue.

"Air conditioning is a year 'round business with us," says manager Sam Swartz. "It's no seasonal fling but a twelve month operation. We may get some peak business during an ex-

tended hot spell, but much of this would have come in early next year anyway."

Planned Sales and Service

For Shearn's operates on a planned, independent setup of selling and servicing throughout the year. And much of its prospect hunting, selling and service is done outside the hot, humid months.

Shearn's is no newcomer to the field, having carried air conditioning

since owner Sam Shearn first worked with it in 1937. The firm even lays claim to having installed the first Philco room unit in New York City.

The company hit a peak of over 1,000 room units in 1953, as compared to about 700 for the 1952 season. Air conditioning alone brought some \$250,000 into the firm, or about half of the \$500,000 gross volume. Commercial jobs, ranging up to 50 tons, are in the order books of the shop, with the big jobs totaling about

50 a year (being equal in dollar volume to the room units.) While Shearn's might well be considered air conditioning specialists, they also carry television; radio and have included some traffic appliances in the store itself.

One basic point is the self sufficiency of a completely independent operation. They do their own selling with five full-time men (whom the firm likes to call engineers); have their own combination service shop and

MORE ➔

FINDING THE AIR CONDITIONING PROSPECT . . .



BUILDING SUPER is cultivated by Shearn's salesman, who "drops in" to get leads on residential and commercial buildings.



RADIATION by word-of-mouth has thus far proved to be Shearn's best advertising for home air cooler sales. Firm also uses direct mail and newspaper advertisements with good results.



BUSINESS FIRMS are on the prospect schedule. Shearn's men call both early and late in the season, spread legwork over course of the year.

warehouse (handles both air conditioning and TV); depend on no outside help in the air conditioning business.

Spreading the Season

Shearns encourages out of season buying, both early in the spring and late in the fall.

"There are many people in this area who intend to buy a room unit for the coming summer," says manager Schwartz. "They know they are going to do this and plan it ahead of time. We try to reach them out of season and get there first."

Shearn's salesmen don't sell air conditioning in shirt sleeves and summer suits only . . . they work in the overcoat and muffler weather as well. They use discounts for out-of-season buying, just as they give added inducement for multiple sales.

But they chase hard after leads, keep up with new building and re-

modeling jobs in the works, track down building superintendents and make friends with them for future contacts. Topnotch salesmen, who talk to real estate and managing firms and try to find apartment changes which might develop into leads, are kept on the payroll all the time.

Half and Half

Residential sales in the room units account for about half of the business, with some 90 percent of the units falling in the $\frac{1}{2}$ or $\frac{3}{4}$ ton bracket. Shearn's carried four brands during 1953 . . . Fedders, York, Philco and Carrier. And radiation, or word of mouth, accounts for a majority of the prospects for the home market. To back this up, the firm holds a tight, jealous grip on its installations and service, not only to prevent unnecessary callbacks, but to have the unqualified recommendation of a contented, satisfied



REAL ESTATE and managing firms are among the calls made by salesmen, who build most of the leads and contacts needed for future sales and prospects.



OLD CUSTOMERS, like this art studio, are not forgotten by firm. Already sold on air conditioning and its benefits, additional sales can be developed by firm.

HOME SELLING CLOSES THE SALE . . .



HOME SELLING is the rule for Shearn's residential sales, as manager Schwartz uses sales kit with specification sheets for informative pitch to the prospect.

customer. Direct mail and newspaper advertising round out the schedule to drum up prospects.

Sales Kit Important

Little in-store selling is done at the Madison Avenue showroom, although window mockups are ready and running should a customer wander in. Salesmen use a well packed selling kit, complete with specification sheets on each of the lines carried. They can then make thorough surveys and estimates.

A big play is made for the commercial installations in the many offices and small stores in New York. It is a market that many an appliance dealer could well work over with an outside salesman. Callbacks develop additional sales once the firm has been sold on air conditioning. The comfort of the product, once sold to the occupants of a rented office, is a powerful sales tool.

Service is Important

The company is exceptionally strong on service. Their staff is well trained and takes pride in doing a good, neat job, being careful not to chip the paint from window trim or scratch tile floors. The twelve men who operate from the three trucks work out of the combination service shop and warehouse. When not working outside, they handle repair work inside at the shop.

TV repairmen, trained to handle air conditioning installations and other routine work, lend a hand when their season is slack. Conversely, the air conditioning men help out with TV installations and routine service in winter. Thus entire staff are kept busy year round.

Warehouse Storage

Customers are encouraged to store their units in the warehouse in winter and to use the service shop for the annual overhaul. Shearn's also removes units from windows for storage in the customer's closet or basement and puts covers on installed units. It's another twist which is used to keep the full service crew busy throughout the year.

It is this idea of keeping the full staff busy, both sales and service, that makes the year 'round idea feasible. Working mostly with cash sales and shying away from almost all credit or finance sales, the firm does a healthy business during twelve months of the year.

Sales High In October

In the middle of last October, they were geared to sell some 200 units during the last three months of the year. Their salesmen were working on commercial or office prospects in time to have the potential sale included in the prospect's yearly operating budget.



SURVEY of apartment takes in exposure, insulation, projection of unit into room. No guessing at dimensions, Schwartz measures size of area to determine unit.



ESTIMATE is roughed out, includes flat fee of \$35 to \$40 for installation and year's service. When sale is closed, agreement is signed before installation.

MORE



SHEARN'S SERVICE BACKS BOTH REPUTATION AND SALES

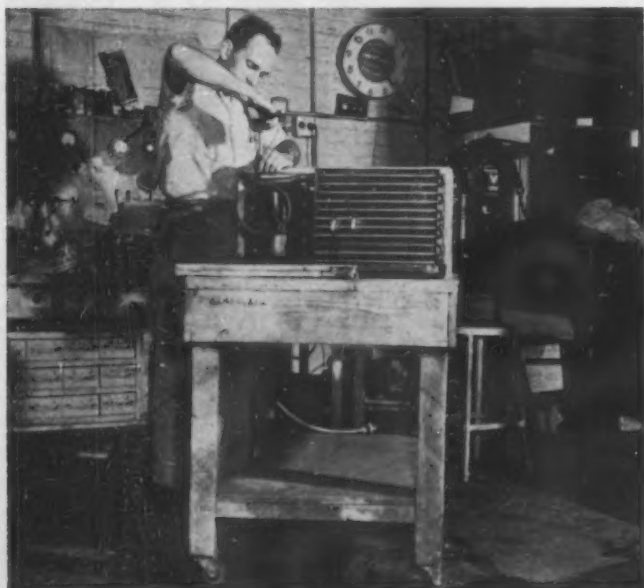
MANAGEMENT TEAM of owner Sam Shearn (right) and manager Schwartz keep close tabs on routing board. Efficient use of service and installation crews plays important part in firm's ability to make a profit.



TWO-MAN CREW lifts unit into frame. Tool kits are placed on paper to keep rugs clean and men take special care to avoid chipping paint.



TRADE-INS are taken in well established New York market. Used units are renovated during winter slack for use as rentals or conversion to DC for a special, limited market.



SERVICE SHOP and warehouse at one location provide headquarters for service men, plus space and facilities for both air conditioning and TV.



WINTER STORAGE is tied in with yearly renovation jobs. Bins are marked for customer's unit and service work keeps repair crew busy during the winter months. **End**

So many TV customers of Television Headquarters, Montgomery, Ala., later came back to buy room coolers that the company put the two together in a package deal which has boosted TV sales 25 percent

THE simultaneous arrival of warm weather and a new telecasting station gave Television Headquarters in Montgomery, Ala., a fine promotional opportunity. By combining a television set with an air-conditioning unit in a package deal, the owners of Television Headquarters boosted the sale of TV sets by approximately 25 percent.

"We handled nothing but television until April of this year," explains R. S. Fowler, general manager of the firm. "At that time, we decided to add a line of air-conditioning units. When our first displays were set up, we were impressed with the number of customers who told us they wished they had bought air-conditioning units at the same time they had purchased their television sets, so that one payment could cover the entire deal. Naturally, we started thinking about it."

In conference with R. P. McDavid & Co., RCA distributors in the Montgomery area, the owners of Television Headquarters, Merritt Jorden and John Walter, worked out the package deal plan. The customer was offered a one-third horsepower air-conditioning unit and a 17-inch table model RCA television set at a flat price of slightly less than \$450, including installation for both.

"This was list price on both units," explains Fowler, "and no special inducement was offered the buyer, other than the convenience of financial arrangements. But the thinking of our



NATURAL TIE-UP between air conditioners and TV is exploited by R. S. Fowler of Television Headquarters, Montgomery, Ala., in attempting to persuade a TV prospect to get an air conditioner at the same time. Main argument: convenient financing.

ONE-SALE PACKAGE TV and Room Cooler

customers on buying both units together, and the magic idea of a 'package deal' convinced us we could stage a successful promotion on the combination."

An intensive advertising campaign launched the promotion. Montgomery's new telecasting station, WCOV-TV, had just gone into operation and television buying was at its peak. The hot weather of mid-May also had spurred the desire for air-conditioners. In its ads, Television Headquarters outlined the package deal proposition for prospective customers. Here was luxury and comfort in one package at 10 percent down and 24 months to pay the balance. One monthly payment covered both items.

Free Warranty

Television sets carried a free warranty (90 days on parts and one year on tubes), and the air-conditioning unit a warranty of five years. McDavid & Co. agreed to stand approximately 50 percent of the advertising costs for the campaign.

"The promotion was a success from the start," declares Fowler. "Our 11 outside salesmen and three floor salesmen were instructed to hit hard on the package deal idea. The response has been highly satisfactory—an approximate 25 percent increase over

normal sales of television sets."

This means that Television Headquarters now moves an average of more than 90 television sets a month, which is good business in a city of 115,000 population. This figure, of course, includes all TV sales and not those which are sold in the "package deal" alone.

Big Future Business Expected

Fowler anticipates that buyers in the Alabama capitol city will purchase a whopping 30,000 sets in the next 12 months. His firm's TV advertising costs have amounted to about \$3,000 monthly, and will continue at this rate for the next several months, according to present plans.

The company maintains its own service department, with three factory-trained service men on the job. Four installation crews, each composed of two men with truck and equipment, are kept constantly busy. At present, the firm is in the process of expansion and plans to enlarge its two downtown stores. A full line of Admiral appliances has now been added to its TV and air-conditioning lines. **End**



AFTER DELIVERY and installation (which is included in the price) customer makes payment each month on total \$450 sale. TV Headquarters accepts 10 percent down payment and allows 24 months to pay, offers no reduction in unit price.

Two Main Sources of Leads . . .



A **CARD FILE** containing names of TV service customers and appliance purchasers provides Deason's with a tailor made direct mail listing.



INQUIRIES in response to heavy advertising come by phone and in person. If by phone girl at desk takes prospects name so that call back may be made later.

Room Coolers for Hot Prospects Only

"No use wasting time trying to sell cold prospects," says Charles Deason of San Antonio, Texas, so he spends his sales effort only on pre-disposed prospects and singlehandedly sells 68 units in three months

ONE unit per day for a month plus a half-dozen to spare—that's the room air conditioner sales record of Charles Deason of Deason's, San Antonio, Texas.

And the key to it all, says Deason, is the follow-up.

In a city-wide contest in which salesmen of 140 appliance firms participated, under sponsorship of the Appliance Association of San Antonio, Deason, acting as his own salesman, sold 32 room air conditioners of ½-ton or 1-ton size, during June, 1953. In the preceding month without the stimulus of a contest, he sold 20 and in the month following the contest

he sold 16.

"The first thing to do," says Deason, "is to make contact with the people who definitely want air conditioners. When the weather is hot you know there must be hundreds of them in a city of a half-million, so there's no use wasting time trying to sell cold prospects."

Heavy June Advertising

"We're downtown, but we're out of the flow of foot traffic. So we spent about \$600 on advertising in June, and it all was geared to getting people to call us."

Since Deason's emphasis was on

getting the names of predisposed customers, he did not trust only to advertising. In his files were thousands of names on cards, names of people who had bought from him previously, or who had called him for service. "We service from 20 to 25 television sets per day that were sold by other dealers. I don't know why these people sold themselves on us, but since they did and since they were able to buy TV we figured they were logical customers for air conditioners."

So in addition to his \$600 worth of advertising, Deason invested another \$69 to send out 2-cent postcards to 2,000 names from his files,

reminding them of the comforts of home air conditioning and asking them to check with him on an easy payment plan.

Prompt Call-Back

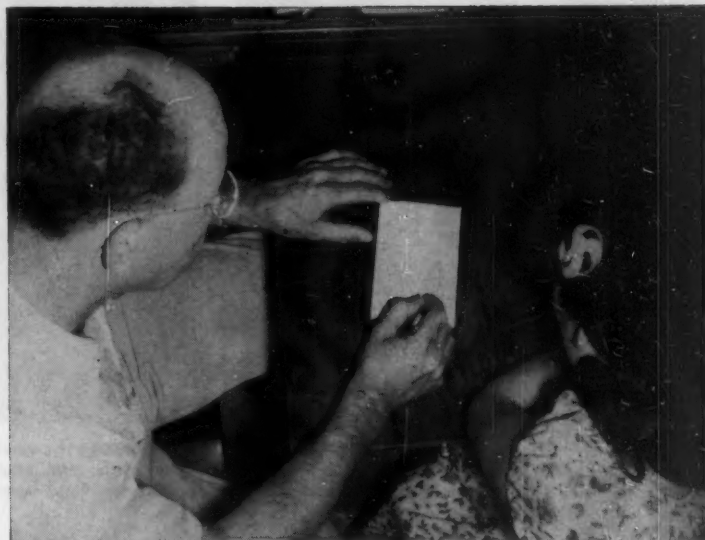
The cards, too, brought phone calls. When the call came in it was the duty of the girl who answered to get the person's name; if that person was interested enough to call, the sale obviously was half made.

Deason always was busy when these calls came in, because he wanted to make an impression by calling back promptly. Within a half-hour he would have the prospect on the phone

... And One Technique for Selling



FIRST OBJECT of Deason contact is to get the prospect into the store or to make arrangements for a salesman to call at the home.



ESTIMATE of costs is important part of procedure, gives Deason a chance to prove that dependability is more important than a discount.



HOME CALL, which is usually made even if prospect visits store, permits survey of needs, helps Deason close the sale.

INSTALLATION backs up Deason's claim that "it would be silly to compromise with reliability for \$20 difference in price."



again and his introduction was a large part of his salesmanship. His stock greeting was "this is Charlie Deason. Jean told me you called."

According to Deason, "The customer didn't know my name was Charlie and never heard of Jean. But that put us on a friendly level right away and we were that much farther ahead. There's never any 'mister' in my place."

Many of the calls were to check on prices since many other dealers were discounting heavily at the time. Deason jumped this hurdle easily simply by stressing the dependability of his organization, pointing out how little

a \$20 price cut amounted to in a purchase of over \$300. "But if you can afford to buy any air conditioner at all," he pointed out, "it would be silly for you to compromise for this little difference in price."

Two-Way Choice

Deason wanted one of two things to happen next. Either he wanted the customer to come down to the store, or he wanted to go out and make an estimate. The main thing was to get in personal contact, and especially, to get into the house.

Many housewives did come down. Deason would show them the models,

the literature and figure out a time-payment schedule for them. Then he'd accompany them to their own houses to get the estimate the same day. He found it wasn't hard to sell them on the idea of having the unit installed the same day and in operation by the time the husband got home.

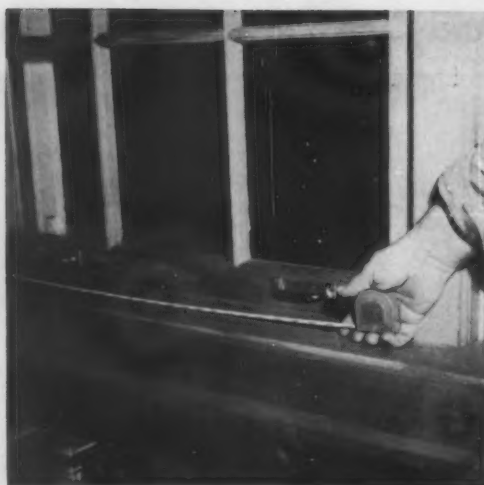
"When I'm selling a woman," says Deason, "I always stress the comfort, the beauty and the easy payments. I never mention the mechanical features. With a man, I usually talk about performance, permanence, freedom from trouble, and then I try him on mechanical features. If he

starts fidgeting, I switch over right away to easy payments and comfort—especially comfort for his wife, who is stuck in the home when he's probably in an air-conditioned office all day. He feels that. Now all this is simple logic. I already know the family wants the cooler, because they called me. It's strictly a matter of adding that extra push and of not losing the sale by talking the wrong way.

"So it's the follow-up that does the job for me. If I were working on cold prospects, the job would be greatly complicated and I wouldn't be able to sell as many. But I can't miss when I first cull my market." End



1 The right tools to take into the customer's home include an electric drill, tape measure, screw driver, wrenches, saw, scissors, and a bubble level.



2 Measuring the window to see if it is big enough to take the unit is an obvious step—but often forgotten and should be the first thing done.



3 Unpacking the unit must be done so as not to injure it. First, the carton straps should be cut, not broken by prizing. Then carton flaps are folded.



7 The window comes down for good on top of the room cooler cabinet. Upper sash is screwed tightly to top of the outer cabinet.



8 Two men are usually needed to slide the unit into position after hold-down brackets are removed from compressor. A $\frac{3}{4}$ hp. unit weighs about 211 pounds.



9 Decorative inner cabinet goes on next. On the Mitchell it is hooked at the top and attached at the bottom by hold-down springs.

Installing Room Coolers is Easy

The window air conditioner is a plug-in appliance and installation is rarely more than a two-hour job, but it has to be done right to insure satisfaction

THE installing of a room cooler in a customer's home is one of those things that looks complex—but turns out to be amazingly simple, once the dealer has the know-how. It must be, because about 10 percent of buyers put them in themselves.

It is a two man job, chiefly to heft the two-hundred-odd pounds into the window, and to hold things while they are being screwed down.

No great grasp of refrigeration principles is needed and a crew can learn the fundamentals in a day at a distributor or factory school. It takes from 50 minutes to two hours for an installation, and at \$32.50 (Chicago price) this leaves a better than average profit.

About a fourth of the large city installations are made by distributor's men, but dealers do all of it in smaller centers.

Check Job First

Men like C. J. Schroeder, service manager for Mitchell, say that the following information should be ob-



4 Wood shipping slats must be removed before unit can be installed in window and unit should be stood on end to make their removal easier.



5 Outer cabinet shell is placed and centered in the window and screwed down tight. Check with bubble level to make sure water will drain out.



6 Vacant spaces on either side of the unit are filled with Masonite which is cut to fit, made airtight with provided gaskets, and dropped into place.



10 A sealer tube of sponge rubber is forced into the opening between baseplate of unit and the window sill to keep out drafts.



11 Space between upper and lower window is sealed with felt strips which are cut to fit and held with sealer clamps.



12 Power to run the unit is most frequently secured from the nearest electrical outlet, but more and more installations require special wiring.

tained by the firm selling the room cooler before attempting to make the installation. A survey of the premises in advance is a wise step indeed:

1. The location of the unit is important. Where there is too much sun, too little insulation, or too many windows, a normally correct size can not do a satisfactory job.

2. Is the window wide enough for the room cooler? It is surprising how many crews have been shocked to discover that it is not.

3. Is there enough power to carry the load? A load tester selling for \$17.50 will reveal whether there is enough power on the line. It is a combination voltmeter and resistance load meter.

Power company men, however, call attention to the fact that the load on the circuit may be increased at other times. Indeed, as one room cooler sales manager puts it, the business is living in a fool's paradise so far as power is concerned. All over the country $\frac{1}{2}$ hp. room coolers are being plugged into 115 volt, 15 ampere circuits and are functioning only because

they run mainly at night, when only a comparatively few other appliances are operating.

Look Out for Freaks

Special installations are sometimes called "freaks" and any dealer who quotes a flat price on one is due for rough going. Their requirements alone pay for the pre-installation inspection.

First consideration, with an apartment dweller, is whether the landlord permits installations. Second, there may be the question of how far the unit may be allowed to project outside the window. This may be solved by building a table inside, on which the room cooler rests much like a television set.

Sometimes installations are desired through solid walls, to take care of interior rooms, or to avoid interference with windows. Casement window problems are solved by taking out enough glass and frames to permit the room cooler to go through. The same technique can be used on a transom installation.



13 Last step of all is a conference with the consumer in which each function and operation of the air conditioner is demonstrated. End

1953 Fan Volume Breaks All Records

Unseasonably hot weather and heavy pre-season buying sent 1953 fan sales spiraling to a record volume at the manufacturing level, and to double the 1952 retail figure. Off-brand firms had a bonanza year as national brand units ran out



FOR the second year in succession the weather was favorable for fan selling. Hot weather arrived unusually early in the South and Southeast. It held out unusually late in the North and Midwest. This made it possible for fan manufacturers to move normal "pre-season" stocks early, and to sell their "in-season" production as late as September. As a result, a new high in unit sales and dollar volume was reached in all classifications. A total of 4,101,000 fan pieces were sold—desk and bracket, window, kitchen ventilating, hassock and attic. The estimated dollar volume of \$144,818,800 is almost \$35-million more than 1952, which was \$109,896,500, and is an increase of 31.8 percent.

Sales

Fan sales were exceptionally good at all levels in 1953—manufacturing, wholesale and retail. The consensus is that for the second year in succession retail sales doubled the preceding year. Consumer buying started earlier than usual, and there was evidence of planned selectivity in these early purchases. This was particularly true of the larger home cooling fans retailing above \$50. By June, however, consumers were taking whatever they could get, and it turned out to be another year when anything with a

blade and motor sold.

Commented one fan analyst on this situation: "While the NEMA group of fan manufacturers reported a healthy gain of around 51 percent in production for the year, the 'off-brand' assemblers had a bonanza year. Even stores like Wanamakers went to 'off-brands' when they couldn't get national brands. And with hot weather demands lasting from February through September, few regular fan makers were in a position to ship all items at all times. 'All out' was a chronic lament in practically all categories."

Sales in 1953 were not as confined to specific regions as has been the case in former years. While the South and Southeast moved a vast number of fans, the Middle Atlantic States, the Midwest and cities like Minneapolis and Buffalo are reported showing greatest increases. The Labor Day hot spell in the East is also reported as having moved out stocks in unprecedented volume in New York, Philadelphia, Chicago and Cleveland.

Production

Although 1953 fan production was well ahead of 1952, as early as March some companies found themselves in the midst of difficulties over the availability of raw materials. Informed

guesses put 1953 industry production between 35 and 50 percent over 1952. This compares with the accompanying two year table of manufacturers sales which show a 33.4 percent increase in total unit volume over 1952.

As usual, reports from manufacturers reveal a variety of experiences. Several producers say they lost business because of insufficient raw materials. Some say their production about doubled 1952. Other increases reported range from "50 percent greater than 1952" to "250 percent of the 1952 volume."

All fan makers agree that stocks were practically non-existent at all levels of distribution at the end of the season. One fan maker estimates the inventory for the fan industry at the end of the season to be "somewhere between 60 and 75 percent of last year's inventory which was almost negligible."

Prices

Prices held firm throughout the year, and at about the same level as 1952.

Discount house participation in the fan business is said to have been kept to a minimum in 1953 on nationally advertised brands, largely because it was impossible for any volume of well-known brands to fall into their hands

as supplies became shorter and shorter.

Promotions

NEMA's "May Days are Fan Days" window display contest helped give 1953 fan promotion an early kick-off at retail. Other promotions reported successful in the early part of the season included department store "fan fairs" and "fan clinics;" free home trial offers on larger models; and a Plexiglas house promotion used in department stores.

As is always the case in a seller's market, deals and promotions were forgotten the minute stocks began to melt in the heat. As one manufacturer summed up promotional activities for 1953: "After the demand caught up and passed supply, all manufacturers cut down on promotional effort. Not to do so would have been foolish, since it would have caused consumers to be even unhappier with their dealers, distributors and manufacturers."

Desk-Bracket Fans

The desk and bracket fan comeback first noted in 1952 continued all through 1953. As a result, these fans sold in greatest volume during the year, and accounted for more than half (57.6%) of the total units and over a third (37.5%) of the entire dollar volume (see accompanying two

Two-Year Summary of Electric Fan Sales, by Types

	1953					1952					Percent of Change Units Dollars	
	Units	% of Total	Average Price	Retail Value	% of Total	Units	% of Total	Average Price	Retail Value	% of Total		
Attic	101,000	2.5	\$150.00	\$15,150,000	10.5	95,000	3.1	\$150.00	\$14,250,000	13.0	+ 6.3	+ 6.3
Desk & Bracket	2,365,000	57.6	22.95	54,276,800	37.5	1,625,000	52.9	22.95	36,031,500	32.8	+45.5	+50.6
Hassock	295,000	7.2	48.25	14,235,000	9.8	265,000	8.6	48.50	12,852,500	11.7	+11.3	+10.8
Kitchen Ventilating	680,000	16.6	31.75	21,590,000	14.9	585,000	19.0	32.50	19,012,500	17.3	+16.2	+13.6
Window Ventilating	660,000	16.1	59.95	39,567,000	27.3	505,000	16.4	54.95	27,750,000	25.2	+30.7	+42.6
	4,101,000	100%	\$35.30	\$144,818,800	100%	3,075,000	100%	\$35.75	\$109,896,500	100%	+33.4	+31.8

Note: Portable Roll-Around Fans are not included in above totals because of lack of information. However, according to NEMA these fans in combination with Tall Pedestal Floor fans 16-in. and over, showed a 1953 unit gain of more than 100 percent over 1952.

year table).

Standard oscillators, always popular during hot spells, sold in greatest volume. The late heat flurry at the end of the summer is said to have centered mostly around lower-priced desk-bracket and oscillator type fans.

A breakdown of desk-bracket sales reported by NEMA members bears out this contention. Of the 1,974,650 units sold by NEMA members in 1953, over half (50.2%) were in the price category of "under \$20." The other half was equally divided into price classifications of "\$20 to \$40.;" and "over \$40." A two year comparison of NEMA member sales of desk-bracket fans by price and by size is shown in the tables at the bottom of the page.

While industry consensus is that larger sizes are becoming more popular, NEMA compilations indicate that over 80 percent of the 1953 shipments of desk and bracket fans (16-in. and smaller), were in the 10- and 12-in. sizes, with the 16-in. sizes accounting for less than 20 percent.

Trends in desk-bracket fans seem to be toward high-velocity, non-oscillating, all-purpose models with modern styling. This type fan, it is believed,

will eventually edge out oscillators. However, the transition will be gradual one. Predictions are that oscillators will be with us for some years to come.

Window Fans

As the trend toward window fans gained momentum, a total of 660,000 units were sold in 1953. This is a 30.7 percent increase in unit sales over 1952 (505,000 units), and at an increased average retail price of \$59.95, the \$39,567,000 dollar volume is a 42.6 percent increase over 1952's \$27,750,000.

Many fan producers reported window ventilating fans accounting for the greatest portion of their fan sales for the year. In dollar volume they are second only to desk-bracket fans, accounting for 27.3 percent of the industry's 1953 total dollar volume. In units they almost tie with kitchen ventilating fans (680,000 units) for second place, accounting for 16.1 percent of the total units sold during the year.

In the three short years since window fans became popular, almost 1½-million units have been sold, with 1953 sales more than doubling 1951 in units as follows: 1951, 320,000

units; 1952, 505,000 units; 1953, 660,000 units.

In an endeavor to get a slant on window fan sales by sizes, *ELECTRICAL MERCHANDISING* again questioned leading fan makers for a breakdown of sale by sizes: This year nine manufacturers, who sold 226,510 units, reported as follows:

Size	Units	Avg. Pr.	Ret. Value
10-in.	17,079	\$31.00	\$529,302
12-in.	36,600	37.10	1,357,745
16-in.	37,739	52.25	1,971,614
20-in.	83,326	65.30	5,440,783
22-in.	23,018	77.00	1,774,228
24-in.	17,415	95.38	1,660,992
27-in.	112	94.60	10,595
30-in.	11,221	108.48	1,217,277
	226,510	61.92	\$13,962,536

Among the nine manufacturers who participated in the above report the 20-in. fan was by far the most popular size, representing 36.8 percent of the total number of window fans sold by this group; 16 and 12-in. sizes were next in popular demand, accounting for 16.7 and 16.2 percent respectively of the 226,510 units sold.

Individual reports received from manufacturers not included in the

above list indicate that while demand for 16- and 12-in. reversible window fans and the portable multi-purpose models showed great acceleration in 1953, the 18-in. window models also enjoyed good volume during the year, and the 30-in. models held fairly level with the last few years, selling in largest volume along the Gulf Coast.

A breakdown of window fan sales reported by NEMA members by price classifications is as follows:

Window fan sales, all sizes, a.c., d.c.		
List Price	1953 Units	% of Total
Under \$40.....	61,575	15.3
\$40 to \$60.....	82,358	20.5
\$60 to \$80.....	195,794	48.6
\$80 to \$100.....	41,754	10.4
\$100 and over.....	21,017	5.2
Total (NEMA)	402,498	100%
Estimated Industry....	660,000	

(In this connection we'd like to point out that NEMA fan membership was expanded in 1953 to 26 manufacturers. For that reason we (Continued on page 138)

DESK-BRACKET-PEDESTAL NEMA only by Prices

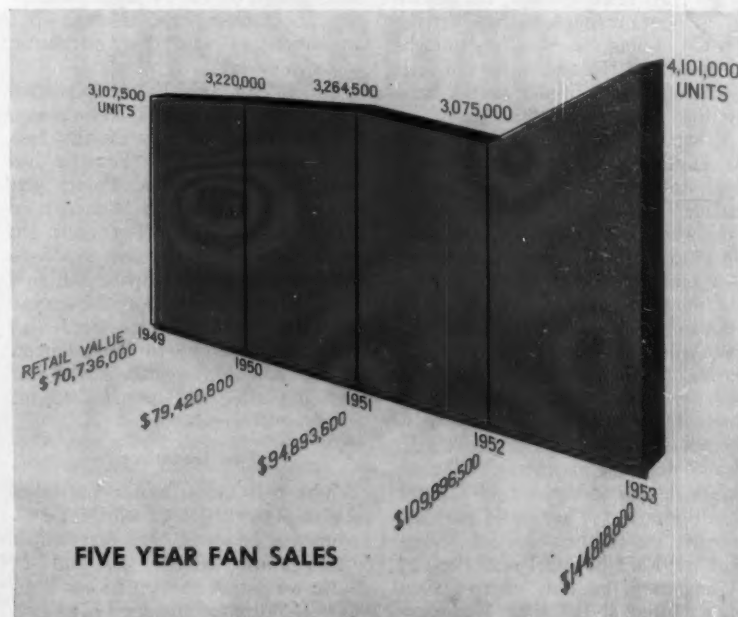
(16-in. and smaller—oscillating and non-oscillating, a.c. and d.c.)

List Price	1953		1952		% change '53 vs '52
	Units	% of Total	Units	% of Total	
Under \$20.....	991,683	50.2	591,021	45.6	+67.8%
\$20-\$50 Inc.....	475,437	24.1	337,194	26.	+41. %
Over \$40.....	507,530	25.7	368,867	28.4	+37.6%
NEMA only.....	1,974,650	100%	1,297,082	100%	+52.2%
Estimated Industry....	2,365,000	1,625,000	+45.5%

DESK-BRACKET-PEDESTAL FANS, NEMA only, by Sizes

(16-in. and smaller—oscillating and non-oscillating, a.c. and d.c.)

	1953		1952	
	Units	% of Total	Units	% of Total
12" and Smaller, Non-Osc., A.C.....	365,110	19.5%	323,494	26.1%
10" and Smaller, Oscill., A.C.....	701,920	37.5	403,717	32.6
12" Oscillating, A.C.....	455,985	24.3	249,641	20.1
16" Oscillating, A.C.....	338,358	18.0	235,780	19.0
16" and Smaller, Osc. and Non-Osc. D.C.	12,764	.7	27,187	2.2
NEMA Only.....	1,874,137	100%	1,239,819	100%
Estimated Industry.....	2,365,000	1,625,000





HANDMADE MODELS were all Westinghouse salesman Robert Miller had to show Otis Hidden salesmen early in the fall of 1952 when they were preparing to sell dealers in October.



SALESMEN WERE given invoices from previous year and told by manager Harry Farmer to make 30 percent increase in sales.

Fan Bonanza in the Fall

The Otis Hidden Co., Louisville, Ky., distributor, upset the fan timetable by selling to dealers in October. With special inducements, and salesman incentives, 60 percent of their 1953 volume was accounted for before the end of 1952—and total volume was increased 30 percent

"LIKE many other distributors," says Harry Farmer, fan department manager of the Otis Hidden Co., Louisville, Ky., "we thought for years that the season for fan sales to dealers was confined to the early months. Now we know better."

What changed Farmer's mind and the Hidden Co.'s fan season was a suggestion by Westinghouse district manager Robert Miller, who simply asked Hidden to make an early sales effort so that Westinghouse would have some idea of what its production should be.

To insure the distributor's cooperation, Miller offered special buying incentives that were good up until October 31. When he presented the plan—and the buying inducements—to general sales manager Stuart Mitchell and department manager Farmer, both agreed that this would call for a healthy order. They could pass the incentive on to their dealers. Shipment wouldn't be until near the end of the year (the fans weren't even manufactured at the time of the or-

der), so they placed an initial fan order (based on 1952's performance—plus an increase) and worked up a promotion to spur the distributor salesmen's work.

Miller, Mitchell, Farmer, assistant general sales manager H. K. Solomon, and advertising manager Charles Yanutola worked up the "Fanville National Bank" promotion. Points were assigned to each of the 24 models of Westinghouse fans. For each fan sold, salesmen earned points that were put in deposit at the Fanville National Bank. Twice weekly from November to March, reports were issued (on regular bank stock) to the salesmen on the points they had earned for fans sold after the special discount ended on November 1.

Two Incentives

"The first incentive for the salesmen to push their sales with dealers," comments Farmer, "was that which Westinghouse offered us, and of course we passed this on to our dealer."
(Continued on page 142)



WESTINGHOUSE OFFER expired November 1, but Hidden management and Miller dreamed up "Fanville Bank" contest for salesmen to keep them selling.



DEALER CALLS were made up through February, but by December 15 the company had already sold over 60 percent of their total 1953 fan volume.



FAN EMPHASIS is obvious at the H. L. Miller Co., Pasadena, California. Customers of owner Merle Simmons—can't miss the big island display right in the middle of the store which is there to attract their attention whether they come in April or August.

Fan Sales in the Spring

By mid-April of each year the H. L. Miller Co. of Pasadena, California, have set up their fan displays, started advertising and have made a good beginning on annual sales which reach 250 units or better.

THE H. L. Miller Company of Pasadena, California, knows that a big extra-profit potential can be realized by concentrating on selling fans early in the season.

"As early as March," says owner Merle F. Simmons, "I get together with my wholesale distributor salesmen and start the ball rolling on fan promotion. We check over my fan inventory, line up our pre-season advertising, direct mail lists, newspapers, get all the advance data on new models, and place my initial order, generally for the larger fans, as we

have found that they always will sell better at the beginning of the hot weather."

By April 15 the fans are delivered, floor and window displays set up, and product training meetings have been held with the sales staff.

"Weather being the big denominator in the fan season, we have found, on the average, that the big peak is reached by July 4th," says Simmons. "By that time we have sold better than 75 percent of our larger fans. For the rest of the sum-

(Continued on following page)

IN MARCH *The Miller Store Gets Ready*



OWNER SIMMONS gets together with distributor salesman in early March to plan following season's display and advertising and to build up his inventory.



PRODUCT TRAINING of Miller salesmen like C. A. Morey (right) is part of the service which is given by distributor-man Churchill before fan selling starts.



SERVICE SECTION repairs fans, which gives Simmons another talking point. In addition, every fan which is sold is thoroughly checked before delivery.



FAN DELIVERY from the distributor warehouse starts early enough in the season to permit Simmons to set up his fan displays and balance his inventory.

FAN SALES (continued)

mer we keep our window display full of fans, and keep pounding away in our ads, reminding the customer that more hot weather will be forthcoming. I had an extra large island counter built right in the middle of my store, where every customer that comes in can't miss seeing my fan display," he explains.

250 Fans a Season

All this promotional activity doesn't mean that H. L. Miller handles nothing but fans. Quite to the contrary, Merle Simmons keeps a complete stock of appliances. Why then, does he give fans such a big play?

"Guess I've been asked that question a hundred times over the years I've been in business. Last year, for example, we sold better than 250 fans, all shapes and sizes. This year (1954) I hope to push my gross up better than that figure. Why? Of all the electrical appliances that I handle, fans pay me the biggest over-all profit! Unlike many other electrical appliances, the fan we have found, will stand up through the entire warranty period without needing a single service call.

"To make this fool-proof, it is my policy to have the service man remove all fans from the shipping crates as they are received and to check and test them before delivery is made to the customer.

Free Trial and Exchange

"Every customer that comes into my store to buy a fan has an individual problem for us to solve—but nine out of ten of them are reluctant to invest in the fan that will properly take care of their needs. We question the customer, trying to get the exact

size and number of rooms to be handled. Having trained myself and staff to be able to calculate the amount of air to be moved, we try and sell the fan that we know will do the job. The customer generally tries to get out with a smaller, cheaper fan, thinking we are just trying to sell him the most expensive fan we have in stock. We do not high pressure, but point out to the customer that each fan will circulate just so many cubic feet of air. If we can't convince him that the fan he is buying will not take care of his problem, we stress, several times, that each fan carries a 24-hour, home-trial-exchange privilege. We have found this to be our best customer convincer! They come back, get the fan first suggested, and we have another steady account on the books."

Repair Service Offered

Due to the large volume of electrical appliances sold by H. L. Miller's, a year round service department is maintained. And this has the happy result of selling more fans for Merle Simmons.

"Along with our regular ads, we point out that we repair fans. Generally the fan to be repaired is so old and defective that we can show the customer that it would pay to buy a new fan instead of having the old one repaired, and we explain all the new improvements that have been developed in the late models. Along with the demonstration, we play up the 24-hour, home-trial-exchange privilege, trying to just get them to try out the late model fan. Once we get the customer to try the new model fan at home, we've made a sale. They are happy to pay for the comfort it gives them."

BY MID-APRIL *Fans Are Selling*



FOR A FAN prospect Simmons makes a rough sketch of area to be cooled so she can understand just how much air must be moved for efficiency.



FROM THE DATA secured with the aid of the plan he picks out and shows the prospect a fan which is adequate to do the required cooling job.



SHE BALKS. The big fan is too expensive, she says, and she insists that a smaller unit will fill her needs perfectly.



SIMMONS COMPARES the volume put out by the two fans and tries to convince her that the little one is not adequate and just won't move enough air.



SHE INSISTS that the small one will do. Simmons sells it, of course, but explains that she can exchange it.



SHE SUFFERS at home that night because the fan, as Simmons told her, isn't big enough to cool room.



SHE RETURNS within 24-hour-trial period—gets full credit on small fan toward big one. **End**



THE RIGHT ADS to sell fans at Furchgott's are half-page newspaper display ads. J. Ed Herring (left), appliance department head, aims them at the credit buyer.



THE RIGHT DISPLAY is a lot of display. Furchgott's puts fans where people will see them—by elevators, near the cashier, in the housewares department.

Window Fans By the Carload

At Furchgott's, the Jacksonville, Florida, department store, fans have been made to account for at least 60 percent of the overall housewares sales volume



THE RIGHT SELLING includes live demonstrations at the main display in housewares, avoidance of extravagant claims, emphasis on time-payment plans.

ALERT merchandising can move a multitude of fans. Down in Florida, where the temperature ranges from warm to hot for ten months of the year, appliance buyers have made the 20-inch window fan one of the most popular ventilation items on the market.

In the top bracket of first rate fan merchandisers is Furchgott's, Inc., one of Jacksonville's big department stores. The appliance department of this firm sells several carloads of window fans each year. An analysis of Furchgott's success in fan sales shows

that timely buying, careful planning and promotional selling all play a part in the company's sales program.

J. Ed Herring, manager of Furchgott's appliance department, is the spark plug behind the company's big volume in fan sales. A veteran of 16 years in the appliance field, it was Herring who took a long look at the Jacksonville ventilation equipment market, at the beginning of 1952, and decided that the time was ripe to promote and cash in on the 20-inch fan demand.

"In January 1952, we had an op-

portunity to pick up 50 of these 20-inch fans from a manufacturer on a close-out," recalls Herring. "We had no idea whether they would sell or not, but having noticed the gradual decline in public acceptance of 'buzz' fans and the fact that people had begun to ask for specialty type fans, we decided to gamble on it.

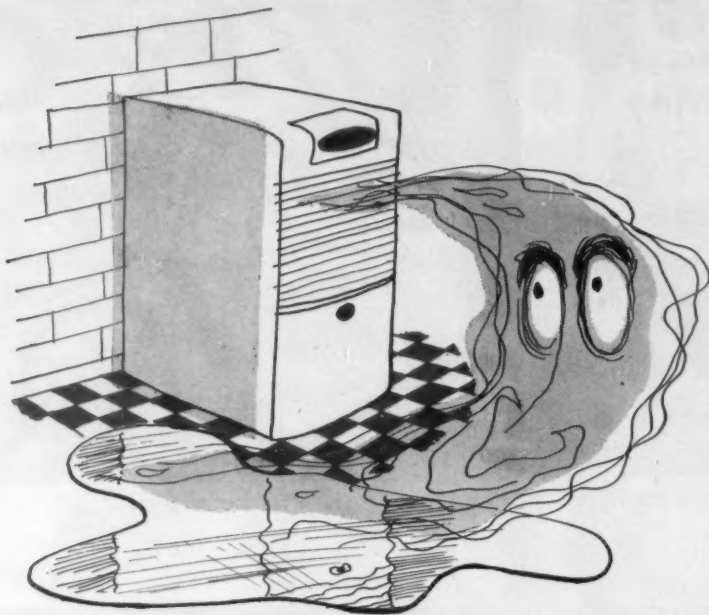
Promotion Is Launched

"We bought the fans and put them on sale a month or two later. With the help of Furchgott's advertising manager, we launched a promotion de-

signed to reach the buyer who wanted fan ventilation instead of the more expensive air-conditioning. A one-half page display ad in the Sunday newspapers was the first step. This ad played up the fact that the fans were being offered at one-half price and a limited supply was on hand.

"One fan was set up as a demonstrator and the others were displayed prominently on the store floor, in the housewares department, where they would not be dwarfed nor obscured by larger appliances.

(Continued on page 144)



Production and sales advance for the fifth consecutive year without a setback, but widespread drouth and increased competition result in a disappointing year for many manufacturers; price-cutting reported in scattered areas

FOR the first time in the five-year history of the industry, sales and manufacturers' shipments of dehumidifiers in 1953 climbed to within a shade of the 100,000 mark.

Manufacturers' shipments and sales reached 98,000, according to industry estimates compiled by ELECTRICAL MERCHANDISING. The figures compare with annual production of 25,000 units in 1949, 45,000 in 1950, 55,240 in 1951, and 87,450 in 1952.

Though 1953 represented the fifth consecutive year that production and sales of dehumidifiers continued to climb, manufacturers nevertheless expressed considerable disappointment with their own company sales, and there was general agreement among them that 1953 did not live up to expectations. Here are the reasons they gave:

1. Widespread drouth and dry weather in many areas. Some of these places were out of the primary dehumidifier market, but they affected sales. In regions where sales are heaviest, the Northeastern area, humidity was not as noticeable as might have been expected.

2. A number of new firms entered the dehumidifier field in 1953. Although exact statistics are not available, the number of trade names on the market was believed to be around 32, as compared to about 20 for 1952. This meant that there were more manufacturers competing for a market which showed only a relatively small increase in sales.

After five years of steady but unspectacular growth, it would not seem likely that many people would hope

for a sudden boom in dehumidifiers. But there were cases of manufacturers and dealers entering the field with a burst of enthusiasm, apparently hoping the dehumidifier industry would blossom out as did air conditioners. One of the largest dehumidifier makers said the product "was oversold three or four years ago, and is still being oversold."

Limited Market

As has been pointed out in previous market studies on this product, the dehumidifier has a limited potential geographically, seasonally and economically. Most of the market (90 percent) lies east of the Mississippi river and north of the Mason-Dixon line, in states where the temperature is high in summer, low in winter, and humidity is noticeable. An ideal market appears to be around the rim of the Great Lakes. Like air conditioners, the great bulk of dehumidifiers are sold during the hot summer months of June, July, August and September.

Though the dehumidifier performs the function of a comfort appliance by relieving the air of an unpleasant stickiness, it is primarily a protective appliance. It is generally placed in basements and laundry rooms to avoid dampness, mildew and damage to furnishings. Thus, the buyer must be well off enough to own his own home and possess valuable furnishings. It has been estimated by one company that the owner of a home worth \$10,000 makes the most logical prospect.

Because of the dry weather and increased number of manufacturers, there was a greater carryover into 1954

Dehumidifier Sales Near 100,000 in 1953

than at the beginning of 1953. Manufacturers estimates on this point varied. One said the inventory was mainly at the manufacturer level, while another said the inventory went "all along the line" down to the dealer.

Little Price Change

There was some evidence that prices were slightly lower at both manufacturer and retail levels in 1953 than in 1952, although it may have been almost infinitesimal. Average price of a dehumidifier is around \$140, and at the consumer level there is not much more than a \$10 spread between the products of any manufacturers. Guesses as to what percentage sold at list price in 1953 varied from 70 percent by one manufacturer to "very few" by another. Price-cutting certainly took place in areas which were not affected by drouth. Some transshipping to these areas also was reported.

With the exception of one manufacturer, merchandising efforts re-

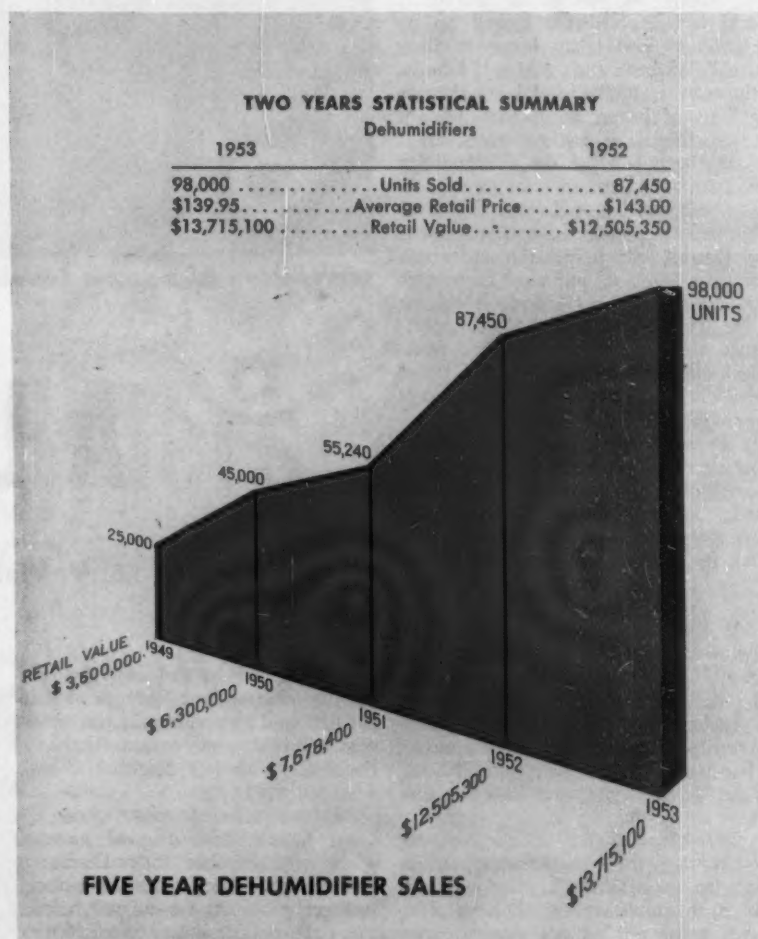
mained about on the same level as in 1952. This manufacturer put on its greatest promotion campaign in history, from the manufacturer level down through the distributor and dealer. "It did not pay off," the manufacturer said. Merchandising efforts for the industry probably were not in keeping with the dollar volume available.

As in other years, large appliance stores and department stores provided the main retail outlets for dehumidifiers in 1953. Some also were sold by furniture stores, utilities, hardware stores, small appliance dealers, and heating and ventilating contractors.

Future of the Business

It is generally agreed among manufacturers that there will be an increase in sales and production of dehumidifiers in 1954 in line with increases over the past few years, since more firms are in the business and there will be a corresponding increase in merchandising efforts. Estimates run

(Continued on page 154)



LAST season, A. V. Witbeck, Witbeck's Household Appliances, Ferndale, Michigan, increased his dehumidifier sales 250 percent.

"We took on dehumidifiers in 1950," Witbeck points out, "and we sold only six. The next year we sold 12. Then I decided that there ought to be more interest in them and that I'd call up my old customers to try to stir up that interest."

"I'd call an old customer and ask if they'd ever seen a dehumidifier," Witbeck adds. "With all the hot, sticky weather we'd been having, I told them they ought to come to the store and solve the dampness problem created by the humid weather. Usually, the husband would drop off on his way home from work in Detroit, and we'd send it home with him for a 24-hour trial."

Most Sales Are Pickups

"About 85 percent of the units sold last season were picked up by customers and taken home in their cars," Witbeck adds. "After 24 hours they can see that it has taken out three gallons of water, and when we call them, they send us their check."

Witbeck believes the dehumidifier is a suitable item to treat as a package unit. It has wide use. Most of the people in the suburban area north of Detroit have homes that are worth at least \$10,000, and want to protect their possessions. He finds it easy to sell. "If you treat it like a small appliance and try not to glorify it," Witbeck claims, "the customer won't feel that he is parting with as much money."

"It isn't like some other things people will buy, use a short time, and then put it up on a shelf. A toaster or fryer sometimes will be used frequently when new, then put away. All our units are in use at all times."

Can't Start Too Early

Witbeck thinks the best time to sell dehumidifiers is in July and August. In 1952, all of the 258 sales were made in two months' time. In 1953, he started sending out postcards in June. About 400 cards went out each week. Usually 200 on Friday, and 200 on Saturday, so they would have the impact on payday.

"We think that it will be hard to sell through users until the saturation goes up," says Witbeck. "But we want to start conversations. I have 200 cards going out on one day to even-



DEALER A. V. Witbeck asks people to demonstrations . . .



and sends postcards in residential areas . . .



gets neighbors talking about dehumidifiers . . .



and interests men enough to stop on way from work . . .

A Little Effort...

A. V. Witbeck of Ferndale, Mich., jumped dehumidifier sales 250%

numbered houses, and 200 the next day to odd-numbered homes. When the first card arrives, usually the housewife will have some conversation over the fence with her neighbor. That's what we want.

"I have selected areas where we know people have a good income. Then, with the Cross Index Directory, I can take all the homes on a street and get prospects we missed before. The dehumidifier is easy to sell to peo-

ple who have pride of ownership. I sold three to a man who lives in Palm Beach, Fla., part of the year. He took them down to put in his closets to prevent clothes from becoming moldy.

Not for Upstairs Use

"Most of the time you don't sell dehumidifiers for upstairs use," Witbeck adds. "I was so busy selling prospects for basement use that some of the commercial places that have use

for one—bakeries, candy stores, book shops, food shops—were overlooked. I did sell one to an undertaker, however. He displays caskets in his basement, and thought people wouldn't like the damp odor of a basement when they were picking out a casket."

Witbeck doesn't believe the sales season for dehumidifiers is limited to the damp period. An excellent time to push them is July and August when humidity is at its highest point. How-



... and take a unit home for a 24-hour free trial—which usually means a sale.

...Lots of Dehumidifiers

by the simple expedient of asking people to buy them—and making it easy to do

ever, in 1953 he started working early to get customers thinking about it. "They give our postal card a cursory glance, then when it starts to get real mucky they will come to us," Witbeck says. "We haven't had much competition, and many people remembered how bad it was last year. We even had a few calls real early this summer because the caller didn't want to be left out when the demand is heavy."

"Actually, I was quite surprised to

see the sales go so high," Witbeck continues. "I had sold so few in the two previous years that I didn't stock many, just ordered small lots. I kept thinking sales would drop off and our good thing would come to an end. But the end didn't come."

Sold Like Water Heaters

"It wasn't an accident that our sales increased," Witbeck points out. "I had sold many water heaters several

years ago (about 6 or 7 a day) because I called up old customers and told them we had something new in the store, something they needed. However, when selling dehumidifiers, I sent out a form letter telling them I was going to give them a call on something brand new. That warmed them up. Then for three months last season we used stuffers in our monthly statements. We got plenty of leads when we called these accounts up."

All of the sales were made without going out on door-to-door calls. If a few prospects couldn't come to the store, Witbeck would take the dehumidifiers to their home for trial. In most cases, Witbeck succeeded in having them come to the store at their convenience. Witbeck tried to make an appointment, and set a definite time for their visit.

No Service Problems

"A real advantage in selling dehumidifiers by the old-customer system is that you don't have to do any advertising," Witbeck points out. "I've spent no money until this season when I bought postal cards for direct mail. Also, we have had no service problems. Last season only two complaints came in that I know of. They were merely for adjustments. However, all our service calls are handled by GESCO-Detroit, who distribute Oasis dehumidifiers."

"We've had a wide-open field in selling because, for one thing, there are no trade-in difficulties," Witbeck adds. "The prospects have all been customers and have trust in our recommendation to them. We got leads from replies to the manufacturer's national advertising, and closed about 10 percent into sales."

People who have driers really need a dehumidifier. Witbeck doesn't tell the people when they are buying a dryer that they should also get a dehumidifier. However, after they have had the dryer for a number of months, he goes around to sell it.

Has a Great "Edge"

"Dehumidifiers have a real edge for a low saturation appliance," Witbeck points out. "There is a limit to the sales volume on air conditioners. Many people can't afford the \$300 to \$400 that they cost. But, if they have spent a lot of money for a nice recreation room, or have a hobby involving tools, or a setup of electric trains, the \$137.50 for a dehumidifier is a small enough cost to preserve the costly equipment."

"About 90 percent of our sales are cash or 30 day charge," Witbeck adds. "In a way, dehumidifiers are priced a little high right now, and that's another reason why there is some price cutting."

When Witbeck first started selling dehumidifiers, he carried three lines. Now he carries just one line, Oasis, as he believes it is a better way of merchandising. —End



IMPORTANCE of the heat pump as a marketable appliance is exemplified by the fact that General Electric opened up this branch office in Birmingham, Ala., in mid-1953 for the express purpose of selling its Weathertron.



OPERATION of the heat pump, says C. B. Osborne of the Chattanooga Power Board, is as easily explained to women as to men. His firm, a heat pump pioneer, displays a model on its sales floor.

PROGRESS REPORT ON

The Heat Pump

By AMASA B. WINDHAM

ITS STATUS TODAY

AT the present stage of its expansion, few if any retail appliance dealers are selling the heat pump over the counter. However, manufacturers predict that such development is certain to take place in the next few years.

Although the heat pump has been in existence for more than a decade, it is comparatively new to most appliance retailers and, indeed, it is totally unknown to some.

But the heat pump is catching on fast. Because it is a device which heats or cools the home without using fuel of any kind whatever other than electricity, dealers are learning that it has an almost unlimited future. Manufacturers have spent more money in developing it in the past five years than on any other appliance, with the possible exception of color television.

The work of the Southern Research Institute in Birmingham, Ala., backed by a group of investor-owned electric utilities, in developing the heat pump has been a major factor in encouraging several manufacturers to produce electric heat pumps, packaged type,

suitable for installation in residences, small commercial and other establishments. The idea of home-made weather produced by an electric motor without fire, dust, dirt, smoke or explosion hazards has been widely promoted by the Institute as a revolutionary new development in the appliance industry.

Six Manufacturers

The Muncie Gear Works, Muncie, Ind., maker of the Marv-Air unit, was a pioneer in marketing the heat pump. In July, 1953, General Electric, which has spent millions of dollars in bringing its Weathertron along, opened its first heat pump distribution office in Birmingham. Other units on the market, now well established, are the Acme Flow Temp Heat Pump, manu-

factured by Acme Industries, Inc., Jackson, Mich.; the Typhoon Prop-R-Temp Heat Pump, made by the Typhoon Prop-R-Temp Corp., of Florida, Tampa; the Comfortaire Heat Pump, manufactured by the Brunner Mfg. Co., of Newark, N. J., and the Electri-Aire Heat Pump, put out by Air Cooler Corp., of St. Louis.

Other manufacturers are opening or contemplating opening similar marketing facilities throughout the nation. Westinghouse is reported to be ready to enter the field in the immediate future.

COST STUDIES CONTINUING

Most heat pump installations so far, have been in the Southeast, which seems to be a favorite testing ground for the appliance industry. Studies of

installation and operational costs are still going on. Installation costs seem to be the greatest factor in holding back the sale of the heat pump at present. According to figures supplied by the Southern Research Institute, the average cost of heat pump installations in the Southeast, at the end of 1952, ran from \$2,330 to more than \$6,000.

"These figures may seem high," says the Institute, "however, it should be remembered that when a person buys a heat pump he has to want cooling during the summer along with heating in order to make these prices justifiable. If the owner were to buy two separate units, one for heating and one for cooling, the cost of the heat pump would compare favorably with the combined cost of the two separate units that would do the same job and occupy more space."

91 Cents a Foot to Install

In coastal areas such as Jacksonville and Savannah, heat pump units which use well water are usually installed at lower prices than for the same size units inland, since drilling a well in these localities is not too expensive. In Jacksonville, for instance, a well

EDITOR'S NOTE: This is the fourth article since 1947 that Electric Merchandising has run on the heat pump. The earliest, *Heat from Mother Earth*, appearing in February, 1947, on pages 42 and 43, described the Electric Power Board of Chattanooga's first experiments with reverse-cycle, non-combustion heating. The last, *Demonstration Houses, Two New Twists*, appeared in February, 1952, on pages 170 and 171, and described the promotional uses of a heat pump installation in a home in St. Louis.



THE BIG EXPENSE in heat pumps is still the installation. This well dug for C. B. Osborne (right) is 235 ft. deep, contains 170 ft. of water. Total installation cost in his home was about \$3,000.

Reverse-cycle refrigeration units which both heat and cool are now being manufactured by six firms and have absorbed more development money than any appliance except color TV. Distribution, so far, is through specialists, but experts predict that units will soon be sold like conventional heating and air conditioning plants

can be dug for about \$100 as compared to \$500 to \$1,000 in sections of Alabama, Tennessee and Virginia.

In commercial installations, the experience of the Pinellas County, Fla., school board is revealing. The board declares that heat pump installation costs in its schools has been approximately 91 cents per square foot, as compared with a conservative estimate of \$1 per square foot for boiler and radiator or convector systems now in use in most schools. While this 91 cents does not include the costs of wells and water pumps, neither does the estimate for conventional heating include the cost of boiler room, chimney and other necessary construction.

Dr. H. M. Brundage, general manager of the heat pump department of General Electric, points out that basic design, small current production, high sales and distribution costs plus the great amount of investment necessary to bring the product along properly, are responsible for the most part for the heat pump's present high price. But, says Dr. Brundage, "hardly ever has a new product of importance come on the market that was not costly at first and for the usual reasons."

There is nothing inherent in the heat pump which will prevent its price from coming down, he declares, and eventually it will be ticketed at a price which will hit the mass market. Clarence Linder, vice president of General Electric, stated recently that by 1960 he foresees the installation of more than 200,000 heat pumps at a figure considerably below \$2,000.

Operation costs are nominal. The average cost for operating the heat pump, based on a $1\frac{1}{2}$ cent per kw.-hr. rate, varies in different localities. In Georgia, the figure is \$117; in Florida \$123; in West Virginia \$143; in the Tennessee Valley \$161; in Virginia \$162, and in Chattanooga \$174. These figures apply to the 3 hp heat pump unit. A 5 hp unit will range from \$165 in Georgia to \$296 in Virginia. The overall annual cost of operating a 3 hp heat pump unit in seven states of the Southeast runs approximately \$144 or about \$12 a month.

Commercial installations again provide favorable operational cost figures. Guy F. Hall, refrigeration engineer for the Florida Power Co., reporting on costs for the Pinellas County school

(Continued on page 156)



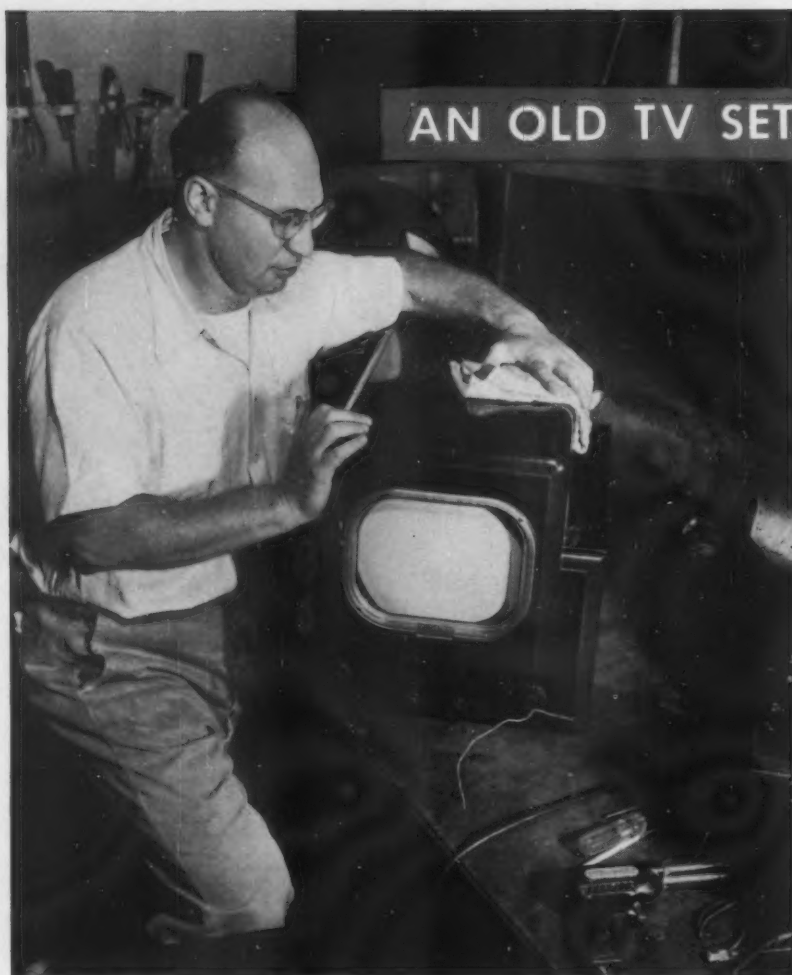
HOME INSTALLATIONS have kept pace with commercial sales. Residential installations like this Weathertron in Birmingham, Ala., split almost evenly between old and new homes.



COSTS OF OPERATION are a big selling point in the Southeast. Here James Hand, Jr., manager of the G-E Weathertron branch in Birmingham, explains that a heat pump uses no fuel.



1—ORIGINAL OWNER of small screen set gets \$25 trade-in toward a 17 inch set.



AN OLD TV SET

2—USED SET IS CLEANED UP by partner Sidney Toder in Central's shop.

TV Trade-Ins Preferred

At Central Electric on Staten Island, N. Y., partners Leo Rosenholz and Sidney Toder would rather sell one set with a trade-in than three without, because the old sets keep going from customer to customer, returning more than the original allowance and creating new customers

"WE would rather sell one set with a trade-in than three without," say Leo Rosenholz and Sidney Toder of Central Electric on New York's Staten Island.

The reasoning behind this statement is the unhappy but inescapable fact that in the New York metropolitan market few, if any, TV sales are made at list. Working with the difference between cost and list, dealer after dealer gives just a little bit more discount until one is soon making what is called a "quick ten."

Central Electric tries to side-step

this issue. They operate on the basis of taking a trade-in on a sale and then reselling the trade-in on the used market.

"We can take a used set on a trade-in, give them something off and then resell it on the used market," says Rosenholz. "We may have to give more than the resale value, but we not only have the chance of getting back most of the allowance made on the sale, but also we can often create another prospect from the used set buyer."

It is not impossible, say the part-

ners, to move one set several times across the counter in used sales through several customers (see photos). Each time a set is taken for a trade-in, it is placed on the shelf for resale. If the used-set customer returns for the purchase of a new set within a year's time, he is allowed the full purchase price on trade-in.

Allowance Averages Out

Thus the allowance given for a trade-in is averaged out against the number of times it can be resold. And only when the used set is resold at

least once does Central Electric come out ahead. It takes two sales to achieve one.

But Central's operation is based on several conditions. They are (1) existence of a well saturated TV market, calling for replacements, (2) existence of a used set market and (3) the proper service facilities to "clean up" the sets taken on trade-ins.

Staten Island has these first two; Central Electric has its service shop for the last. Combining these, the store operated on a volume of \$80,000 for 1952.

Motorola TV GOES 'ROUND AND 'ROUND



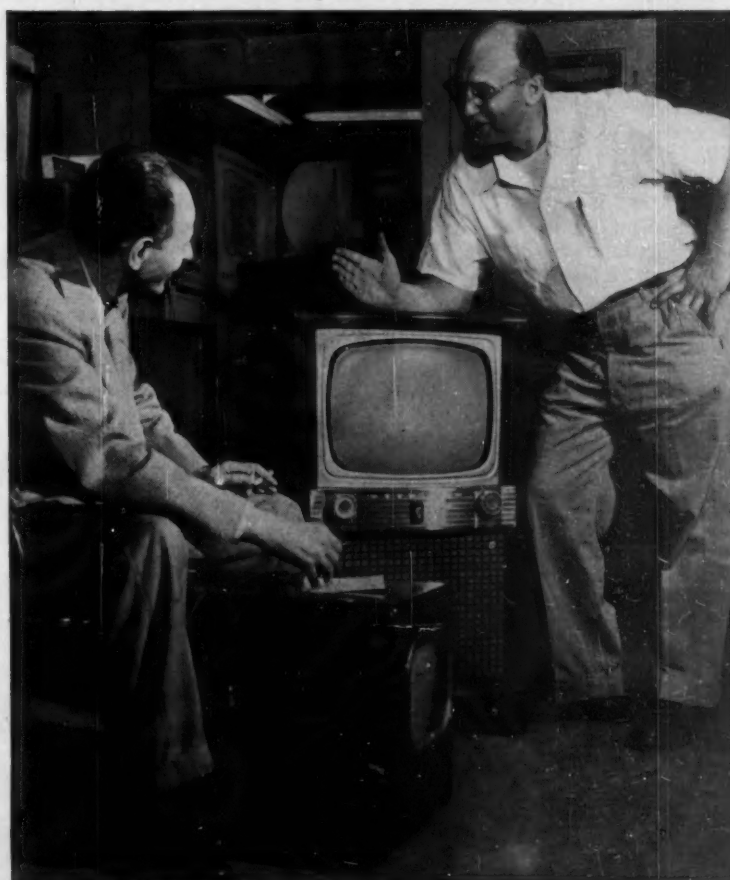
3—SECOND HAND 10 INCH SET brings \$45 cash as second set for bungalow.



4—TRADED-IN WITHIN A YEAR, the old set brings full \$45 off on \$400 console.



5—FINANCING MOVES IT AGAIN for \$45 with \$15 down and balance on time.



6—FOR THIRD TIME old set is traded in, brings \$40 toward \$269.95 consolette.

End

Plan the Spending of Your Advertising Budget

Allocating funds in advance on the basis of past sales experience or industry figures provides for consistent effort keyed to the dealer's long-range business building plan

WHEN a radio and television retailer has determined how much he plans to spend for his advertising program, he still has one mighty big problem: How to spend his advertising budget.

He can spend it by hunch, or he can spend it by plan. Naturally, the plan method will pay bigger dividends in increased radio and television sales. . . . if the plan is developed on a sound basis.

When a spending schedule for each month has been developed, the radio and television retailer's advertising program is assured of more successful results. The plan provides a road map to the profit destination of the store.

A successful spending schedule is developed with the long term plan of the store in mind. It provides for consistent day-after-day and week-after week advertising that will keep customers coming to the store for their radio and television sets and their service work.

Then, too, a planning schedule for spending the advertising budget eliminates a lot of worry each time an advertisement is to be prepared. There is a program outlined that fits the store's master plan for building business.

Here are some of the procedures followed by successful radio and television retailers in developing a sound schedule for spending the advertising budget:

ALLOCATE BY MONTHS

After determining the dollar amount to be spent for advertising for the year, the next step is to allocate this by months during the year. Radio and television retailers use two basic plans for this allocation: (1) past experience of the store, and (2) radio and television retailing industry averages:

Past Experience: If past figures are available for a radio and television store, this gives better data than average figures for the industry. To develop this plan, a radio and television retailer will need his monthly sales figures and his monthly advertising expenditures for the past year.

First, divide the monthly sales by the annual sales to determine the percentage of sales represented by each

month. For instance, a retailer might have annual sales of \$100,000 and sales for March might be \$6,000. By dividing the annual sales (\$100,000) into the monthly sales (\$6,000), the sales for March represent 6% of the annual sales.

Next, divide the monthly advertising expenditure by the total advertising expenditure for the year to determine the percentage of advertising expense for each month. For example, a radio and television retailer might have spent 2% of his sales for advertising (\$2,000) during the year. His advertising expenditure during March might be \$140. By dividing the annual expenditure (\$2,000) into the monthly amount (\$140), the advertising for March represents 7% of the annual advertising budget.

Radio & Television Industry Average: When past sales and advertising figures are not available or the retailer is dissatisfied with his past performance, the figures representing the average for the retail radio and television business may be the best bet. It must be kept in mind that these are average figures of what radio and television retailers spent for advertising during the past year and do not take into consideration local conditions or the success of the plan for any particular store.

Here are typical percentage figures for the radio and television retail business. These show how retailers spent their advertising budget month-by-month in the past:

January	3.5%
February	4.5%
March	4.5%
April	5.5%
May	5.0%
June	11.5%
	34.5%
July	5.5%
August	4.5%
September	9.0%
October	12.5%
November	14.0%
December	20.0%
	65.5%

Radio and television retailers can obtain current figures adopted to their particular business from their local newspaper if it is a member of the

American Newspaper Publishers Association. The Bureau of Advertising of the ANPA provides member papers with these figures each month to help retailers plan their advertising on a local basis.

COMPARE YOUR FIGURES

There are two comparisons radio and television retailers recommend be made: (1) compare the sales percentage figures with the advertising percentage figures; and (2) compare the store's past experience figures with the radio and television industry figures. These comparative analyses will highlight any great variances that should be further considered by the merchant.

As a case in point, consider these figures for a radio and television retail store:

	Sales %	Advertising %
January	7.2	3.5
February	7.5	4.5
March	7.5	4.5
April	7.8	5.5
May	8.0	5.0
June	8.0	11.5
	46.0	34.5

An analysis of these figures will show that sales were higher than advertising percentage-wise every month except June. Part of this can be accounted for by the heavy advertising expenditure in November and December and the delayed action in purchasing in the early months of the year.

Individual analysis of each of these factors—store's sales percentage, business average percentage, store's advertising percentage, and the business advertising average—will turn the spotlight on the problems that should be considered in a particular radio and television retail store.

CONSIDER THESE FACTORS

In addition to the comparative figures for the store and the average for the radio and television business, there are other factors that should be considered carefully before a final monthly budget figure is established for your advertising. These include: promotions, merchandise, and store policy.

Promotion: A radio and television retailer who is planning some special sales event will want to provide

enough of his advertising budget for that particular month to handle it successfully. For instance, if special promotion efforts are being planned for new model introductions that month will need a larger percentage of the advertising budget.

Or, if a retailer has decided to drop a former sales promotion event and develop a more consistent week-by-week advertising program, he will want to reduce his advertising expenditures during the month of the former campaign. Any change in promotion plans should be carefully considered before establishing the final monthly advertising budget.

Merchandise: New lines of radios or television sets added to the stock will need extra promotion effort to get the line launched successfully. This may be a new line of appliances that was not formerly carried, or it may be a new brand of television sets that the retailer has added to his stock.

On the other hand, if the retailer drops a line for some reason, this will have a bearing on when to spend the advertising budget. Again, as an illustration, if a retailer decides to discontinue handling a brand of television set, he will want to consider his advertising budget for special months as it affects this particular brand's former promotion.

Store Policy: Changes in store policy will need to be considered in the advertising program for the store. For instance, a change from regular day time hours to a policy of being open evenings will have a bearing on the advertising program.

A radio and television retailer who plans to make some major policy change in his operation should make his plans to advertise this fact to his customers. This may throw the monthly advertising budget out of line with the past experience and the national averages, but it is still a necessary essential to successful store operation.

These ideas will provide a blue print for how to spend your advertising budget month-by-month. Of course, it may be changed during the year, but when it is established in advance it saves time, provides for consistent advertising, and eliminates a lot of worry about the problem of how to spend the advertising budget. End

**SELLS 10 LEWYTS
IN JUST 3 DAYS**

with 1 small Ad!

**SELLS 27 LEWYTS
IN 21 DAYS WITH
LEWYT POSTCARDS!**

**SELLS 25 LEWYTS
IN 12 DAYS**

at Food & Home Stores!

**Sells 18 LEWYTS
in Just 3 DAYS!**

**8 LEWYTS
SOLD IN FIRST
15 MINS!**

IN 1953- LEWYT DEALERS SCORE BIGGEST SALES IN THEIR HISTORY!



Listed by
Underwriters'
Laboratories

Also sold
through leading
Canadian
Distributors

Heins & Bolet, New York sells 400 Lewyts in 90 days! Jordan-Marsh, Boston sells 506 Lewyts in 26 days! In Clare, Michigan a town of only 2,440, Clare Furniture Co. sells 18 Lewyts in 2 days! And these are just a few of the thousands of "success stories" from Lewyt dealers coast-to-coast! Overwhelming PROOF that "Lewyt is the ONE vacuum cleaner you can sell in VOLUME today!"

DO IT with LEWYT

World's ONLY Vacuum Cleaner that
CLEANS RUGS 4 WAYS AT ONCE!

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. B-1, 84 Broadway, Brooklyn 11, N. Y.

LEWYT

LEWYT

DO IT with LEWYT

DO IT with LEWYT

LEWYT

JORDAN MARSH, BOSTON
Sells 506 Lewyts in Just 26 Days!

LEWYT

Kaufman-Struss, LOUISVILLE, KY.
SELLS 60 LEWYTS IN FIRST 30 DAYS!

LEWYT

JULIE GOODMAN
"LEWYT...OUR MOST PROFITABLE APPLIANCE!"

LEWYT

WINS \$1,100
GETS DEALER TO PROMOTE and SELL 96 LEWYTS IN 6 DAYS!

LEWYT

SPEAR & Co., New York, N.Y.
SELLS OVER 500 LEWYTS SINCE JULY 15!

DO IT with LEWYT

AN OPEN LETTER TO ALL IRONRITE DEALERS

(which affects their next 17 years of business)

To all Ironrite Dealers:

For many years, Ironrite has enjoyed the distinction of being the only ironer on the market with *two completely usable open ends*. This feature, which makes Ironrite far more versatile than any other ironer, is exclusive and fully protected under the patent laws of the United States and all important market countries.

Recently, however, many alert dealers, realizing that Ironrite's original patents covering this feature were about to expire, have expressed concern as to whether competition would adopt Ironrite's design and deprive them of what had been a tremendous selling advantage. The answer is definitely NO!

On August 11, 1953, a new patent was granted, which will protect this exclusive Ironrite feature *for another 17 years*.

This patent covers a mechanical feature which is the key to making *any* ironing machine with both ends open and usable. Only Ironrite, because of this new patent, is able to satisfy Underwriters' Laboratories' requirements on a machine with two open ends.

With this extended manufacturing protection, together with our constantly expanding sales effort, Ironrite should not only maintain its present position of supremacy in its field, but should outdistance all competition to an even greater degree.

Sincerely yours,



W. R. Dabney
President



W. R. Dabney, president, Ironrite Inc.

P. S.—Look forward to more important news from Ironrite in the very near future!

Ironrite
AUTOMATIC IRONER



IRONRITE INCORPORATED • MT. CLEMENS, MICHIGAN

TOUCH



amazing, sales-proven

TOUCH-A-TAP

fresh running drinking water always available—no jugs to fill!

Tested and proven in over 10,000 homes!

exclusive with the new 1954

GIBSON

refrigerator

Just one of the big sales features in the '54 Gibson line.
Now turn the page and see more reasons why...



Exclusive TOUCH-A-TAP—placing a continuous supply of cold water at your finger-tips! No jugs to fill, no mess, no bother. Tested and proved!



Exclusive TOUCH-A-TAP TRAY FILLER—a mere touch re-fills ice-cube trays. No carrying water, no spilling, no mess.

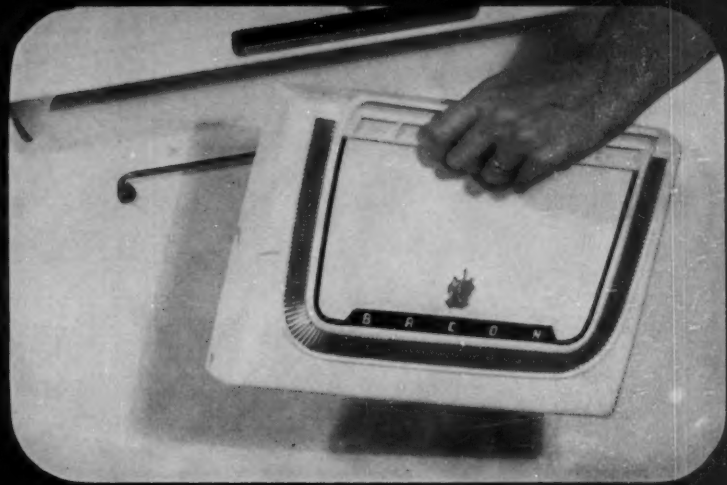
You get more out of

GIBSON





Exclusive SWING-OUT SERVERS—swing out easily to make foods readily available, lift out for convenience.



Exclusive BACON CONDITIONER—handy, accessible, keeps bacon easy to separate, ready for frying.

refrigerators in 1954!



FEATURE THESE from left to right:

- **MODEL TD-1094:** Big, 10.19 cu. ft. capacity • Two doors • Holds 73.5 lbs. Frozen Food • Automatic Defrosting • Door Racks • 2 Swing'r Crisp'rs • Butt'ry • Porcelain lined freezer.
- **MODEL G-1084:** Roomy, 10.22 cu. ft. capacity • 53 lbs. Freez'r Locker • Exclusive Touch-A-Tap Ice Water • Exclusive Touch-A-Tap Ice Maker • Bacon Conditioner • Automatic Defrosting • Swing'r Shelves • Swing'r Meat Locker • 2 Swing'r Crisp'rs • Butt'ry • Door Racks • Cameo Cream Interior.
- **MODEL G-1074:** Spacious 10.22 cu. ft. capacity • 53 lbs. Freez'r Locker • Automatic Defrosting • Bacon Conditioner • Swing'r Shelves • Swing'r Crisp'rs • Swing'r Meat Locker • Butt'ry • Door Racks • Cameo Cream Interior.
- **MODEL G-1164:** Biggest 11 cu. ft. capacity • 53 lbs. Freez'r Locker • Push-Button Defrosting • Swing'r Shelves • 2 Swing'r Crisp'rs • Swing'r Meat Locker • Butt'ry • Door Racks • Chill'r Locker.
- **MODEL G-974:** 9.59 cu. ft. capacity • 53 lbs. Freez'r Locker • Automatic Defrosting • Bacon Conditioner • Swing'r Meat Locker • 2 Swing'r Crisp'rs • Door Racks • Butt'ry • Cameo Cream Interior.
- **MODEL G-1064:** 10.4 cu. ft. capacity • 53 lbs. Freez'r Locker • Push-Button Defrosting • Swing'r Meat Locker • 2 Swing'r Crisp'rs • Chill'r Locker • Door Racks • Butt'ry • Cameo Cream Trim.
- **MODEL G-1054:** 10.33 cu. ft. capacity • 53 lbs. Freez'r Locker • 2 Swing'r Crisp'rs • Swing'r Meat Locker • Chill'r Locker • Door Racks • Cameo Cream Trim.
- **MODEL G-934:** Compact 9.07 cu. ft. capacity • 45 lbs. Freez'r Locker • Swing'r Crisp'r • Chill'r Locker • Cameo Cream Trim • Door Racks.
- **MODEL G-764:** Economy 7 cu. ft. capacity • 26 lb. Freez'r Locker • Swing'r Crisp'r • Chill'r Locker • 2 Door Racks • Butt'ry • Cameo Cream Interior.
- **MODEL G-724:** 7 cu. ft. capacity • 26 lbs. Freez'r Locker • Swing'r Crisp'r • Chill'r Locker • 2 Door Racks • Full Width Shelves • Cameo Cream Trim.
- **MODEL G-703:** 7.14 cu. ft. capacity • Frozen Food Compartment • Full Width Shelves • Meat Tray.

Let our **BIG**  **1" INCH** put you sales ahead!

Exclusive 1-inch filter in all **GIBSON** air-conditioners
does a *better* cleaning job,

gives you a *better* sales story!

PLUS THESE SELLING FEATURES:

★ Its blue light helps you sell! Exclusive Gib-Sun-Air built-in ozone lamp freshens, purifies air.

★ Exclusive galvanized exterior won't rust, unit can be left on all year round.

★ Super heater provides heating in addition to cooling. Safe, sure, sellable.

★ Easily installed, can be put in on a trial basis, no bolts or hardware needed.

★ No-draft air circulation with Gibson overcomes customer objections.

★ National advertising plus local advertising, promotion help you sell.



Let the Gibson **BLUE LIGHT** attract customers to your store!

See your Gibson distributor—get the Gibson story—find out why you'll get more out of Gibson in '54!

Gibson

REFRIGERATOR COMPANY, GREENVILLE, MICHIGAN

Makers of refrigerators



food freezers



air conditioners



electric ranges





CONVENIENCE, not economy, is the main sales point stressed to prospects. If payments are completed early, the customer will get an interest rebate.



"FOOD THE WAY you like it" is an important sales feature. Customers are encouraged to visit the food supplier, where they can select foods they want.

Low Pressure Food Plan

Loeb's Department Store, Lafayette, Ind., deliberately under-sells its food plan—stressing convenience over economy, freedom of food selection, the right to a rebate for early payment, the privilege of return after a 30-day trial—with the net result that it has sold 125 freezers in a single year

AT a time when there is much tearing of hair over food freezer plans, Loeb's Department Store, Lafayette, Indiana, finds it likes them. This past year it has sold 125 freezers (Amana), 120 food plans, and 90 percent of the deals were on a no-money-down basis.

Only three have reverted, one because of divorce.

As Jack Alexander, one of the store's managers, puts it, the food plan fits into Loeb's set-up because it attracts customers and rounds out the firm's service. It has been found nationally that 72 percent of women customers shop at a store where they have charge accounts. Although Loeb's has accumulated 10,000 names in its 81 years, it is ready to welcome more.

Ralph Lawson, ex-speech instructor at next door Purdue University, who heads up the appliance department, repeats the formula which made the food plan so attractive in the beginning:

"You have to eat. We can show you how to eat better. Against this argument the customer hasn't a leg to stand on, particularly when he can try it with no money down. It is the way Loeb's follows through that dodges the food plan troubles which have hounded so many dealers."

Two Contracts Signed

In the first place, the food plan and the freezer sales are kept separate.

Two contracts are signed. The owner might like one and not the other. Thus tangles are avoided. On the food contract, he pays 8 percent interest. For the freezer, 6 percent. The idea is to encourage him to pay off the food plan as quickly as possible.

Loeb's holds both contracts, does not discount them, and therefore is able to move rapidly in case of dissatisfaction.

Ralph Lawson thinks the food plan success has been due to a policy of underselling. No one is allowed to rush in and buy it without an analysis of his family and what it eats. No stress is put on great savings in food costs. Convenience is the word. Each item in the food order is checked for family likes and dislikes. If frozen peas are relished, on the list they go; if fish are not part of the family diet, off they go. A mention that insurance against food spoilage goes with the box quiets fears of a possible loss of the investment in food.

Two Follow-ups in the Home

After the sale, Ralph Lawson follows up in the home to see how the deal was made and rechecks the food plan. Later he calls back again to discover how the food is lasting. Some families with steak in the house shift to a steak-every-meal-diet, which is not their regular habit.

There are several strings tied to the contracts, which the customer is never

allowed to forget: (1) if he doesn't like the food, Loeb's has it picked up and the unused portion credited, (2) after a thirty day trial, both freezer and food will be picked up if the customer is dissatisfied.

There is an agreement, whereby, if payments are completed ahead of time, the customer gets a rebate on his interest. One minister used his savings account and paid off when he learned of the interest differential.

A \$10 bill awaits any customer who turns in the name of a prospect who becomes a customer, but this angle has been a flop, according to Ralph Lawson. Offers of roses and other gifts have not succeeded either.

Outside Food Source

Loeb's does not sell food. It has a working agreement with a grocer and meat store which is interested in this sort of business. This operator delivers the food that will fill the freezer, following the list that Loeb's gives him. He gets his money from the department store, the rebate if it is picked up. This grocer likes to have new customers come in and see what they are getting. It astonishes new owners to have steaks cut to a desired thickness, and most people know nothing about fat marbling in meat until shown.

Besides the usual advertising, Loeb's sponsors a freezer show now and then. The last one was attended by 125 per-

sons, in four sessions, and resulted in five sales.

Salesmen work on a six percent commission for two freezers per week, eight on four freezers, and 10 on five or more. They are free to follow up on outside leads and get tips.

The freezer is the fastest moving summer item in the Loeb appliance store, which is separately housed. The firm began selling freezers on June 11, 1952. That August the store ran out of merchandise.

Ervin H. Trimble, credit manager, points out that the background to the Loeb move in the freezer field stems from a situation that prevails in the department store field. The idea of time payments was unknown on soft goods until recently, and is leading to the establishment of permanent budgets which permit customers to buy almost anything in wearing apparel, as well as appliances and furniture, and pay for them on time.

Of course, freezers are not soft goods, but food falls in this class, and the department store likes to spread its service widely to attract and hold more customers.

Mr. Trimble feels that a man cannot allot more than 10 percent of his income successfully, but thinks that if his credit is good, down payment means nothing. While no money down made for easier selling, the freezers could have been sold on a 20 percent cash basis, he believes. *End*



TWO TIME PAYMENT contracts, one for food at 8 percent, one for the freezer at 6 percent, are signed by food plan buyers at Loeb's Department Store.

Now! A new General Electric with a sensational



The 1954 model makes "Reach-easy" cleaning even easier!

Chalk up another first in the cleaner industry for G.E.!

Because General Electric has come out with a sensational new combination rug-and-floor attachment that no other cleaner offers . . . that makes famous "Reach-easy" cleaning easier, more desirable, and more saleable than ever!

Yes, you can have the biggest year you've ever had in the vacuum cleaner business . . . because General Electric has everything you need to do it . . .

A brand-new Swivel-top Cleaner styled in a harmonious new two tone green . . . a color women love!

A sensational new attachment no other cleaner offers

. . . that saves time and effort!

A real selling idea—"Reach-easy" cleaning—that's understood and wanted by women!

A bigger backlog of customers than any other cleaner through the biggest television and magazine advertising campaign in the business!

A complete promotion plan to make these pre-sold prospects your customers!

Call your G-E distributor now—and chalk up the biggest vacuum cleaner sales in your neighborhood! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

The easiest sale in the cleaner business!

GENERAL  ELECTRIC

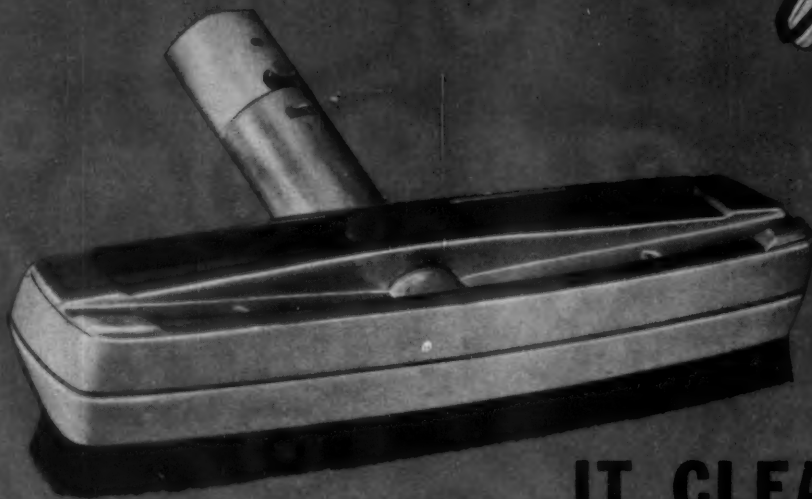
Swivel-top Cleaner new 2-in-1 attachment!

No more switching from rug to floor tool!

IT CLEANS RUGS



IT FLIPS OVER



IT CLEANS FLOORS!

Only G.E. has this new 2-in-1 attachment!

GENERAL  ELECTRIC



IN A HOME OWNER'S KITCHEN, one of the lighting advisors of the St. Joseph Light & Power Co., making one of her daily calls, explains why two-circuit service is inadequate, why the customer's electricity bill is so high, and why her appliances and lighting don't operate properly.

They're Busting the

In St. Joseph, Mo., they are doing something about their share of the national crisis in inadequate wiring with a door-to-door campaign that sells 300 to 400 rewiring jobs a year, raises power consumption 30% and, of course, opens the way to expanded appliance sales

By **TOM F. BLACKBURN**

ST. JOSEPH, Missouri, where the city slides down hill to the Missouri River, and where once the pony express went scampering off to the West, is an old town. And so is the wiring in many of its homes. When the St. Joseph Light & Power Co. learned that the Adequate Wiring program, good though it is, can't do the whole job it decided to set up one of its own. In a program conducted almost entirely by women, it has brought about the rewiring

An Adequate Wiring Sale Goes Like This



THE HOUSEWIFE is enlisted in the job of discovering how many outlets are on each of the house's two 15 ampere circuits.



THE LIGHTING ADVISOR offers to measure the house and tell the owner just what is needed in the way of new wiring and outlets—at no cost, of course.



BACK AT THE UTILITY, a wiring plan is drawn to scale and lights and outlets for an adequate wiring job are indicated on the plan.



A FIRM BID is obtained from a wiring contractor on the rewiring job. The utility plays no favorites, rotates the jobs among union electricians.



WITH THE PRICE and FHA loan blank, the lighting advisor calls once more on the housewife, tells her the job can be done with no money down.

Wiring Bottleneck

of between 300 and 400 old homes per year, and enjoys the satisfaction of knowing that once one has adequate wiring, current consumption jumps about 30 percent each year. As J. R. Whitsell, manager of appliance sales puts it, the idea has paid off.

Women Sell Jobs

Within the firm's lighting department, which comes under Mr. Whitsell's wing, there are seven women—six lighting advisors and one super-

visor. The advisors make house to house calls, selling better lighting in the homes through the use of certified lamps, kitchen fixtures, and the proper installation of approved lighting in all rooms of the house. St. Joe has 20,400 residential customers, which approximates 3,400 homes per advisor.

"Our minimum standard calls for the installation of at least a three-wire, 60 ampere entrance, a six-circuit multi-breaker and the wire size and

the number of outlets per circuit as set forth in the Adequate Wiring Bureau's 'Handbook of Residential Wiring Design,'" says Mr. Whitsell.

Since the details of how it is done constitute the real story, it is well to let Mrs. Lena Dorrel tell how these owners are approached.

"I ring the bell and tell the woman of the house that I am making a routine call to see if everything is O.K. with the electricity," says Mrs. Dorrell. "I know there is something

wrong in nearly every house; an iron won't work, a plug is dead, or something. The woman proceeds to let me know.

First, Find the Meter

"Is the meter in the house or outside?" I ask. "Let me look at it and maybe I can tell you what's wrong. Once inside I head for the meter, and if I see 14-gage wire or a single circuit, that tells the story. Very

(Continued on page 162)

CALORIC

PRESENTS 4 Great Gas



**America's easiest ranges to
keep clean. They're Automatic**

And America's most profitable range line for you to sell!
Caloric, famous for easy-to-use features is built to give full
value to your customers and full profit to you.



**The only dryer with exclusive
nylon "Sifto-Bag"™***

Completely automatic . . . famous for the LO-HEET . . .
HI-BREEZE drying principle . . . the Caloric Automatic Gas
Dryer offers the new nylon "Sifto-Bag"™, the most efficient
lint trap on today's market!

*patent pending

ONLY GAS DOES SO MANY
THINGS SO WELL

Caloric® CALORIC

RIC... ● ● ●

Appliances in '54



The exciting new Caloric Automatic Gas Disposer* with exclusive Calor-A-Tred

A double-duty gas disposer . . . for garbage and trash. Loaded with exclusive Caloric features, this great new gas appliance is easy to use, thanks to Calor-A-Tred foot pedal for loading and Calor-A-Set dial for dehydration control.



And now the newest Built-In units...with all the great Caloric Gas Range features

Caloric's new built-in oven-broiler and top-burner units may be placed anywhere and will fit into standard modern kitchen cabinetry.

ONLY CALORIC DOES
SO MUCH WITH GAS



STOVE CORPORATION, TOPTON, PA.

ELECTRICAL MERCHANDISING—FEBRUARY, 1954

PAGE 119

Before You Decide... See the Newest Line!



- ★ decorator styled for beauty
- ★ precision built for durability
- ★ priced for selling

Sell the Command Air Line in '54... the line that brings a modern touch to today's living... way ahead in design and styling... built to precision standards.

See the 6 popular Command Air Models and choose the line that's designed to sell on sight... and priced for competitive buying.

Built by Commander, with over 20 years of experience in the manufacture of precision products for home and industry. You can *always* depend on a Commander Product.

Write or wire for complete details now!

Commander
MANUFACTURING
COMPANY

4217 W. KINZIE STREET, CHICAGO 24, ILL.



DESK FAN



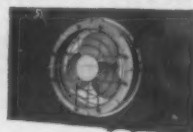
PEDESTAL FAN



HASSOCK FAN



ALL-PURPOSE FAN



WINDOW VENTILATING FAN



A flick of the wrist reverses the fan for intake or exhaust.

The Fabulous Air Conditioning Boom

CONTINUED FROM PAGE 79

aim is merely to make September an air conditioning month, too, thus spreading the seasonal peak which currently falls heaviest in June and July. Probably any firm in the field would settle on a six or seven month air conditioning season as an answer to its seasonal selling headache. Six or seven months of business is certainly preferable to two highly concentrated months. How this can be done, however, is still something of a question and comparisons of 1952 monthly sales figures with those in the year before offer little hope. The business was even more highly concentrated in 1952 than in 1951; in 1952, for instance, 87 percent of the retail volume on room units was done in the period between May and August as compared to a figure of 75 percent for the preceding year. Figures for 1953 are not yet available but indications are that the air conditioning season ended even earlier in 1953 than it did in 1952. It's possible that earlier selling may have compensated for this early end of the season in 1953 but final determination will have to wait compilation of the 1953 figures. The sales manager of one large manufacturer, however, admits that sales were not made as rapidly in August and September as they were in the same months of 1952. The severe heat wave of last August failed to produce a boom in air conditioner sales. Some cities and some dealers reported stepped up business at that time but there were many negative reports, too.

Heating: A Solution?

Some firms feel that the inclusion of heating facilities in room units (whether through reverse cycle units or by space heaters) will help solve the summer-only problem. Other firms do not go along with this opinion. Probably no answer will be really authoritative until the heat angle has been effectively sold to the public. One firm had an unusual experience in this regard last year. In one community (where early and fairly severe winters makes the usefulness of the heater a doubtful sales point) good promotion produced a surprisingly heavy demand for air conditioners so equipped. On the other hand, in another, more desirable location from a climatic standpoint, fairly heavy promotion failed to produce corresponding results.

Obviously, therefore, any effective approach to the seasonal selling problem will have to be fairly comprehensive and will have to incorporate provisions for dealer and consumer education. The non-cooling functions of an air conditioner (even one not equipped with heating facilities) must also be sold the dealer and consumer.

The Wiring Headache

The room air conditioner industry has a tendency to bury its head when the problem of adequate wiring is mentioned. Actually, this particular industry can hardly be blamed for fail-

ure to cope with a problem which has defied solution by the electrical industry as a whole. Still, the answers offered by air conditioner men to the wiring headache are extremely tentative and incomplete. One firm insisted that a dealer would only be kidding himself if he tried to sell room air conditioners despite inadequate wiring. Any reputable dealer, this manufacturer contended, would be extremely careful to inspect the wiring before selling a unit. Yet the same source admitted that in New York last year, for example, large numbers of units were sold by discount operators and other merchants who gave little thought to the proper installation of the unit.

One aspect of the wiring problem to which manufacturers have almost no answer at all is that of dealer inertia as far as adequate wiring is concerned. About the best manufacturers can hope for is that "good" dealers will be careful enough of their reputations and care enough for consumer good will to make sure that installations are done well.

Another firm's approach to the wiring problem is to push sales of 230 volt models (since new wiring would be required to install this type of unit). About a third of its production is now in this type of unit, this manufacturer adds.

Some air conditioner people feel that they have become the whipping boy for the industry on the matter of inadequate wiring. When the New York situation is mentioned, for instance, many people point out that the growing use of room air conditioners brought the situation to a head. The air conditioner manufacturers, however, feel that electric broilers (and other appliances) have had at least as much to do with the problem as have air conditioners. This conflict of opinion is one obvious evidence that the problem of wiring is an industry-wide one. You can censure the air conditioning trade for merely hoping for the best and undertaking no positive program, but you must admit that no other segment of the electrical industry has been able to do a great deal more about the wiring headache.

Outlook for Manufacturers

This, then, is the picture at the manufacturing level as the room air conditioner enters its tenth post-war year. In 1954 the industry will pass the million mark in sales for the first time and indications are that sales and production will continue to increase each year, possibly until production reaches somewhere between the 2.5 and three million mark. Or it's possible that even this "ceiling" is too low for an industry with the potentials of the room air conditioning trade. The industry is plagued with competition at the manufacturing level (a situation which may resolve itself in a few years) and has two real headaches in seasonal selling and inadequate wiring. (Continued on page 124)

FROM COAST TO COAST —

the nation has seen the Regency Remote TV Control on television. Garroway sold it for you to a fresh market. Now, 20,000,000 TV set owners can adjust the TV picture from where it is seen with the Regency Remote TV Control.



TODAY'S GREAT OPPORTUNITY IN TELEVISION ACCESSORIES —

close the sale Garroway started

A NEW PRINCIPLE in Remote Universal Control Devices!

- It works on as much as 100 feet of cable (permits running cable around room periphery!)
- Sharpens contrast!
- Brightens the picture!
- Controls volume!
- Changes channels!

MODEL RT-700 \$69.95 LIST

Regency

DIVISION OF I.D.E.A., INC.

Makers of VHF Boosters, FM Boosters, UHF Converters, Professional High Fidelity Equipment and Television Remote Control.

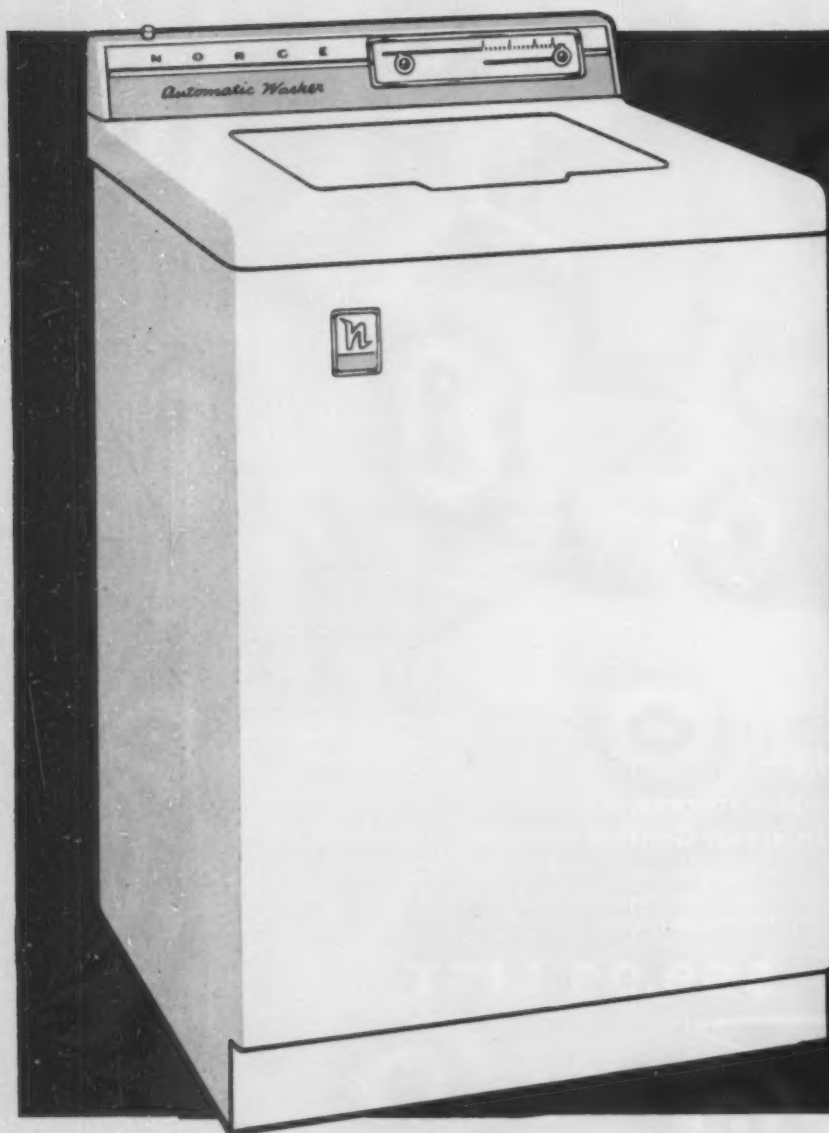
FOR YOUR FIRST PEAK SELLING SEASON OF 1954

CASH IN WITH NORGE'S

**ALL MASTERPIECES OF DESIGN
LIKE THE BEST-SELLING LAUNDRY MAIDS!**

When washday drudgery is at its worst, prospects think more seriously about automatic laundry equipment. And now, in addition to the

Laundry Maids, which continue to ring up fabulous sales records, Norge presents new models to meet competition at all price levels!



**HERE'S A SPECTACULAR
VALUE FOR PROMOTIONAL
SELLING**

Can be priced at \$40 to \$50 less than its competition, Norge Model AW-410 Automatic Washer offers many fine Norge features, including Norge exclusive Time-Line Control; new Water Temperature Selector and Fill Control; Norge exclusive Wave-Action Agitator; 5-Way Rinsing and Super Spin.

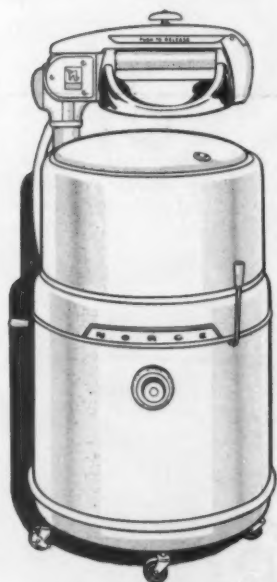
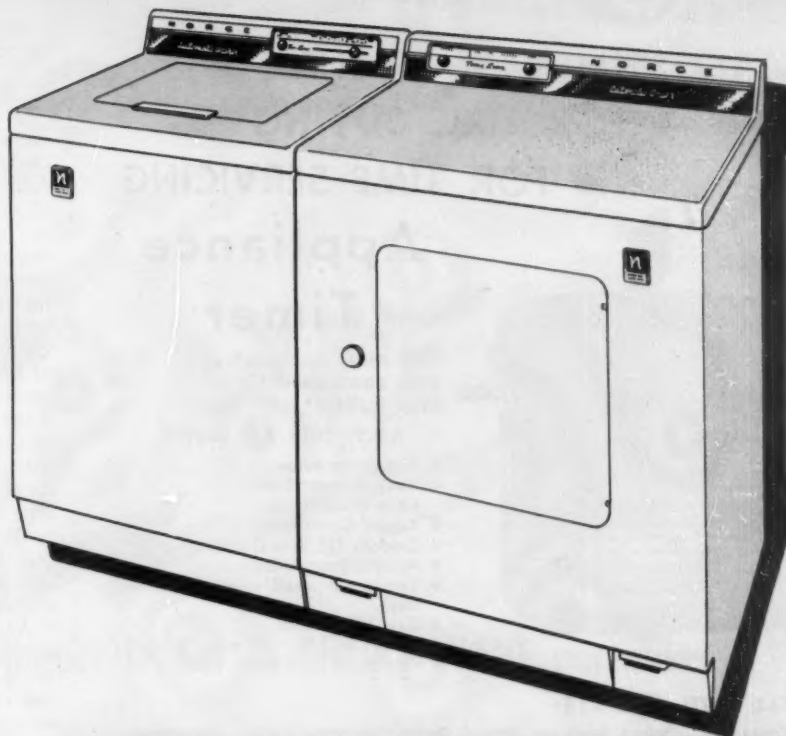
NORGE ... *just the best in home appliances!*

EXPANDED LAUNDRY LINE

DELUXE NORGE TIME-LINE AUTOMATIC LAUNDRY MAIDS are customer-preferred, already-proven best sellers from coast to coast! And they're still going strong. Combining exclusive Norge performance features with beautiful appearance, this prize-winning pair (Automatic Washer Model AW-450 and Automatic Gas or Electric Dryer Models AG-730 or AE-620) continues to top the laundry field. And there's added sales power in recent comparative tests which prove the Norge Automatic Dryer 17 ways better!

ANOTHER NORGE PAIR is starting out as a big seller in 1954! Automatic Washer Model AW-425 has washer value competitive with other top brands, yet sells for less; and Electric Dryer Model AE-610 (also Gas Model AG-710) is equally outstanding, yet sells for less than competing brands that haven't Norge's sensational features.

AND NOW, ADD PORTABILITY. New Norge Port-a-Base accessory gives the housewife extra convenience she has long wanted. By simply moving a lever, any Norge automatic washer becomes portable. Easily attached.



CW-226-PT—8-lb. capacity; automatic timer and turnoff; 5 casters (1 lock); 8-position wringer; porcelain enamel tub. Available with or without pump for promotional selling.

*REMEMBER
THESE MONEY-MAKERS,
TOO!*

Don't neglect the highly profitable replacement market for conventional washers. Norge helps you get the lion's share of this business with 4 exciting newly engineered models.

1. **SPECIAL COLOR ADS IN A BIG NATIONAL MAGAZINE LIST** are your partners-in-sales, pre-selling your customers, drumming home Norge's sales message to the best prospects in your neighborhood.
2. **GARRY MOORE'S "SHOW-HOW" SELLING ON TV** turns "viewers" into buyers! Continuous hard sell by this master showman will make you the most sought-after dealer in town.
3. **SPECIAL 8-PAGE PROMOTION IN MARCH CORONET** (out Feb. 24) features "Garry Moore, Super-Salesman with a Crew Cut" and the wonderful Norge line. Coupon offer of plastic apron builds prospect list your distributor will pass on to you.
4. **NORGE MERCHANDISING-ADVERTISING KITS!** Exciting Dealer Kit includes newspaper ad mats; radio and TV commercials; window streamers; window and floor displays; broadside mailers; outdoor posters; pickup folders; guarantee certificates. Available through Norge distributors.

Coin - Operated METERS

- TO STIMULATE VOLUME
- FOR TIME BUYING
- FOR TIME SERVICING

Appliance Timer

The most compact
coin controlled timer
ever built . . .

A.B.T. COIN PAY METER

- Completely Automatic
- Neon Indicator Light when in Operation
- Rugged Construction
- Capacity \$25.00 in Quarters
- Accepts Quarters Only
- Throws out small coins and small slugs
- Size: 2½x4½x5½
- Time: 15 min., 30 min., 1 hour, 2 hours, up to 24 hours.



Model #8200

SELL AND OPERATE:

Refrigerators, Washing Machines, Ironers, Dryers, Television, Radios, Dishwashers, Vacuum Cleaners, Deep Freeze Units, anything electrical with the PAY METER. Your merchandise does not have to be electrical to be sold through an A.B.T. PAY METER.

Free-View Television Meter

For 25¢ Coin Operation

The 3 min. Free-View Meter is especially designed for the operation of coin controlled television sets in public places, such as hotels, motels, hospitals, bus depots, and many others.

The 3 min. Free-View Cycle, designed to attract attention and to create viewer interest, can be furnished as an automatic feature, turning on the television set for 3 minutes of Free-Viewing every half hour.

- Cash Box Capacity: Over \$100.00
- Finish: Brown or Black Velvet Crockle
- Dimensions ABT Model #7300 12" high—7½" wide—3¾" deep. Net weight—9½ pounds

Let us show you how . . .
Write for details and
quantity prices



A few choice territories still available
for experienced representation . . . WRITE.

A.B.T. Manufacturing Corp.
715-723 N. Kedzie Ave.
Chicago 12, Illinois
manufacturers since 1919

The Fabulous Air Conditioning Boom

CONTINUED FROM PAGE 120

ing. The industry is making a determined effort to overcome the first of these problems but may soon find that it will also have to do something about the second if an artificial ceiling on the trade's growth is to be avoided. Despite these problems, however, the future looks bright.

And at Retail?

Much of what is true at the manufacturing level is also true at the dealer level in the air conditioning field. More and more dealers are handling the product—although the number of new dealers entering the field is not as great as it was a year or two ago since most appliance and air conditioning-heating dealers have by now taken on these products. Obviously, there is considerable competition at this level of the industry. The most frequently mentioned source of this competition is the discount operator and in certain metropolitan areas such operations have become major factors in the room air conditioner business. But even among legitimate dealers there is continuing competition for the available business and it remains to be seen which type of outlet will eventually dominate the trade.

A noteworthy development last year in this connection was the success of the department store. At least three top executives in the industry have recently commented that the increased share of business being done by department stores was one of the outstanding developments of 1953.

These sources agree too that the larger specialty dealers probably gained more ground in air conditioning business in 1953 than did the so-called "smaller" dealers. One manufacturer argues that this was partly due to the fact that the larger outlets had more financial reserves for credit extension.

From another manufacturer, however, comes a reassuring word for small dealers. He feels that 1954 may be the year in which the small store will step up its take of the air conditioning market. He offers as a parallel the situation which developed in tele-

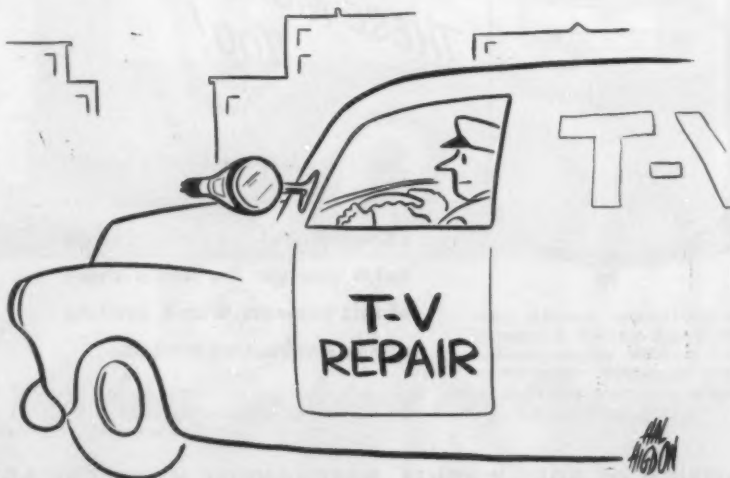
vision, contending that for several years the TV business escaped the small dealer, then reversed itself and came to be handled by this type of retailer.

A development of a somewhat different nature is hinted at by another respected industry source. It's his feeling that as the room air conditioner business matures a new type of outlet will emerge and take a major share of the market. This retailer will be an air conditioner specialist, selling room and year-round units. The appliance dealer will continue to be a factor in the room unit business, this manufacturer says, but some present day appliance retailers may decide to specialize in air conditioning alone. It is probably significant that this manufacturer is himself a specialist in air conditioning and his views on the specialized retailer might meet opposition from other air conditioner manufacturers who have a stake in appliance production as well.

Whatever the result of these trends, the retail pattern for room air conditioners is far from settled.

There are other problems at the retail level but with the exception of the seasonal nature of the business, none are peculiar to room air conditioning. Wiring is one of these, perhaps felt more acutely now on sales of room units but soon to be felt as a deterrent to sales of other appliances if the industry does not make headway in solving the problem. A tightening of consumer credit last summer was another problem which to some extent affected air conditioner sales, as it did sales of all appliances. One manufacturer, however, reports that bankers tended to look more favorably on time sales of room air conditioners than of other appliances last summer.

Still, despite all these problems, the potential business ahead for the room air conditioner business is enough to compensate for many headaches. That's why more dealers enter the business yearly and why many dealers who have been in it are making serious efforts to expand their business. **End**



—for RADIO leadership the world looks to Zenith

NOW



pioneer leader in SHORT-WAVE portables

**ANNOUNCES THE
GREATEST NEWS IN RADIO
SINCE THE ORIGINAL ZENITH
TRANS-OCEANIC 13 YEARS AGO**

with



for RADIO LEADERSHIP Keep Looking to Zenith

Sensational

NEW ZENITH SUPER

The Greatest News in Short

New Deluxe!



ZENITH LOG-CHART COMPARTMENT

...includes complete weather and marine information. Lists data about all major shortwave stations in the world. Room for your own log, too.

New Deluxe!



ZENITH ON-OFF INDICATOR

...provides extra safety check against power-loss when the set is not in use.

New Deluxe!



ZENITH REELAWAY POWER CORD

only Zenith has it...pulls out from side of case, plugs in for AC or DC power, springs back when not in use.

New Deluxe!



ZENITH SPRING-BUTTON DIALITE

...illuminates entire face of dial, lets you tune stations in pitch darkness. Automatic release avoids excessive drain on battery.

New Deluxe!



ZENITH VOLT-MATIC REGULATOR

only Zenith has it...automatically maintains constant power flow through tube filament regardless of power fluctuations at power source. Extends tube life and lets radio play in remote places with haphazard power supply.

New Deluxe!



ZENITH'S INTERNATIONAL TUNING DIAL

...permits easier reading, simplifies locating and tuning stations all over the world on short-wave and standard bands.



Now! Your Choice of Smart, New Covering

Model above in handsome, durable Black Stag. The Zenith Super Deluxe TRANS-OCEANIC is now also available in luxurious, top-grain cowhide to match the finest luggage.

DELUXE TRANS-OCEANIC

Wave Portable Radios from Zenith!

New Deluxe!



NOW! 300% MORE SENSITIVE

New improved patented detachable Wavemagnet Antenna pulls radio waves out of the air like a magnet, anywhere—on ships, on planes, on trains...

and only Zenith HAS IT!

PLUS THESE ZENITH POWERIZED FEATURES THAT SELL ZENITH!

- Long Distance Chassis brings programs from dozens of distant countries. Acclaimed by sportsmen, outdoorsmen, explorers and travelers the world over.
- Tropically treated against humidity to prevent loss of sensitivity. *Proved performance* in jungle swamp and arctic wasteland. This radio works where others won't.
- Super sensitive electrical spread band tuning brings ship-to-ship conversations, Marine and Weather reports, amateur broadcasts, popular programs from all over the U. S.
- Exclusive Radiorgan® Tone Control gives choice of 16 different tonal combinations. Magnificently reproduces the full resonance of voice, "highs" and "lows" of music.
- Works anywhere in the world on AC, DC or Long-Life Batteries.

Only Zenith has the 13 year proved, tried and tested reputation in every corner of the world!

Use the great Zenith Friendship Franchise for Profit in Radio—Television—High Fidelity.



The royalty of television and **RADIO**

Backed by 36 years of Leadership in Radionics Exclusively
ALSO MAKERS OF FINE HEARING AIDS
ZENITH RADIO CORPORATION • Chicago 39, Illinois

SEE YOUR FRIENDLY ZENITH WHOLESALER NOW!

ELECTRICAL MERCHANDISING—FEBRUARY, 1954

COPY. 1954

PAGE 127

WELBILT has over 12% greater cooling capacity!

The testing laboratory of a world-famous retail organization reports that the Welbilt Air Conditioner delivers at least 12% more cooling capacity ... extra cooling capacity, lower electric bills. This is made possible by two Welbilt engineering advancements: Dual condensers for double-cooling action, and a completely insulated cabinet to protect condenser and compressor from the direct rays of the sun.

**OPENS THE
MASS MARKET WITH
FULL RETAIL MARKUP!**



Yes, \$339.95—not for a stripped-down model, but for the deluxe Welbilt $\frac{3}{4}$ Ton model with all the features listed below! Other models in the full line offer outstanding values too! Sizes include $\frac{1}{2}$ Ton, $\frac{3}{4}$ Ton, 1 Ton and a new $1\frac{1}{2}$ Ton window unit to meet the growing demand for larger capacities. Also available! $\frac{3}{4}$ Ton Promotional Model to be advertised at a sensational low price!

GIVES CONSUMER EVERY WANTED FEATURE

\$339⁹⁵

$\frac{3}{4}$ Ton Deluxe

Automatic thermostat control. Heating system for year-round comfort. Push-button control panel. Special control for night operation. Special humidity control. Air exhaust and ventilation. Easily replaced filter. Beautifully styled with choice of two grille colors: ivory or mahogany. Extra Installation Features, too: Narrower size to fit almost any window. Less outside projection. Quick-change electrical cords for easy conversion to local electrical requirements.

WELBILT

air conditioners



If you don't plan to get to our market, contact your Welbilt representative, or write Welbilt Stove Company, Inc., Maspeth 78, New York



masterpiece of the

Air Age!

W. W. Welch announces

the

Cosmopolitan

fan



Patent Pending



New Scientific Design



Streamlined Beauty



Breaks the Heat Barrier

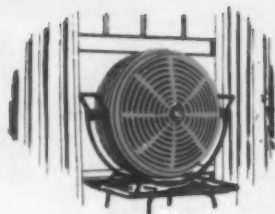
Once again the W. W. Welch Company is first with a new kind of home ventilating fan that is as ultra-modern as a sleek jet plane zooming into the cool upper stratosphere. AIR FLIGHT COSMOPOLITAN is the newest aerodynamic idea in room cooling. AIR FLIGHT COSMOPOLITAN is a powerful, quiet fan as decorative as a beautiful piece of furniture. AIR FLIGHT COSMOPOLITAN is quickly and easily adjusted for intake or exhaust action, and can be enjoyed as a window fan or floor circulator. Turn the page and see why the entirely new, entirely different AIR FLIGHT COSMOPOLITAN is the most exciting cooling development in years! *Take A Look . . .*

a product of W. W. WELCH CO.

famous for

AIR FLIGHT
circulators

**As a window
ventilator
at night**



The revolutionary AIR FLIGHT COSMOPOLITAN Fan "floats" in rubber in a sturdy cradle atop its attractive table exactly at "window height." It can be placed in front of either casement or sash windows . . . to whisk stifling air out—Or draw in hundreds of cubic feet of cool refreshing air every minute. No holes to drill, no panels or cords to install. Floating on a rubber mounting, its operation is kitten-quiet. Simply revolve fan in its cradle to adjust direction of air flow.

As a safe floor ventilator

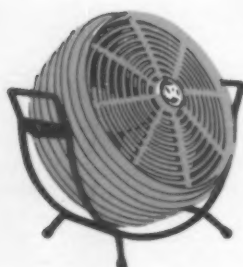
To circulate cooling air to every corner of a room, simply lift the lightweight AIR FLIGHT COSMOPOLITAN from its table and place on the floor. Youngsters and pets are safe near AIR FLIGHT COSMOPOLITAN. The scientifically designed louvers allow free passage of air but keep out curious fingers. A convenient switch instantly provides three different speeds of cooling air flow. Cradle legs are rubber-capped to protect polished surfaces.



W. W. Welch
Cosmopolitan
fan
a masterpiece of
modern design



- ✈ Unbelievable air propulsion from revolutionary circular fin design on front and rear grilles, combined with Welch's patented aerodynamic louvers.
- ✈ 3 quiet speeds — delivers up to 2500 cubic feet of cooling air per minute (under NEMA test conditions).
- ✈ Safe vibration-free operation.
- ✈ Powerful 6-pole motor.
- ✈ 5 year motor guarantee.
- ✈ 2 Color Selections. Cool Seafoam Green or Crystal Clear plastic cradled on a modern black wrought-iron table.



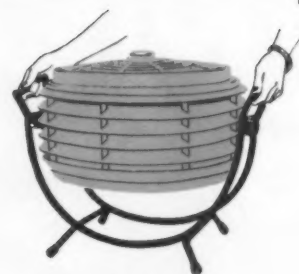
**Jet-propelled air where
it's wanted**

To deliver billows of refreshing breezes just where they're wanted, merely tilt convenient AIR FLIGHT COSMOPOLITAN to the angle desired. Placed in *any* position, AIR FLIGHT COSMOPOLITAN won't vibrate or "creep." And the suave, sophisticated lines of this modern air-age fan complement any room in the house!



Stand is a serving table, too

Used without AIR FLIGHT COSMOPOLITAN, the decorative wrought iron stand becomes an attractive serving table, a television stand, a convenient utility or snack table. Or it quickly folds to a space-saving 3" width for easy storage.



**Easy to carry from
room to room**

Imagine a powerful, sturdy fan such as this weighing only 21 lbs.! That's because AIR FLIGHT COSMOPOLITAN is made of tough, flexible, new high impact plastic—strong but light in weight! The patented louvers won't chip; will withstand the roughest punishment.

W. W. Welch Co.

Cincinnati 2, Ohio

Air Conditioners Mean Big Business

CONTINUED FROM PAGE 80

Do you have a Room Air Conditioner hooked up in your store for "live" demonstrations?

Number Sold	Yes		No	
	Number of Dealers	Percent	Number of Dealers	Percent
0-10	32	31.7	22	62.9
11-20	19	18.8	7	20.1
21-30	15	14.8	2	5.7
31-40	6	5.9	—	—
41-50	5	4.9	1	2.8
51-60	—	—	—	—
61-70	4	4.0	—	—
71-80	3	3.0	—	—
81-90	2	2.0	1	2.8
91-100	3	3.0	—	—
More than 100	8	7.9	—	—
No Volume Given	4	4.0	2	5.7
Total	101	100.0	35	100.0

Did you feature Room Air Conditioners in your advertising and promotion this year?

Number Sold	Yes		No		Total	
	No.	Percent	No.	Percent	No.	Percent
0-10 (units)	38	33.9	18	69.3	56	40.7
11-20	23	20.5	3	11.6	26	18.8
21-30	15	13.4	2	7.7	17	12.3
31-40	6	5.3	—	—	6	4.3
41-50	5	4.5	1	3.8	6	4.3
51-60	—	—	—	—	—	—
61-70	4	3.6	—	—	4	2.9
71-80	3	2.7	—	—	3	2.2
81-90	2	1.8	1	3.8	3	2.2
91-100	3	2.7	—	—	3	2.2
More than 100	8	7.1	—	—	8	5.8
No Answer	5	4.5	1	3.8	6	4.3
Total	112	100.0	26	100.0	138	100.0

sales go to previous owners, four percent say 21 to 30 percent, 1.4 percent say 31 to 40 percent, and 2.9 percent say between 41 and 50 percent.

Brand Consciousness

While consumers may walk into a dealer's store with a particular make in mind, the evidence of the survey replies is that retailers don't have very much difficulty in selling people whatever brands they have in stock. In answer to the question, "When customers ask for room air conditioner brands you either do not carry or wish to sell, are you successful in switching them to another make?", 75.4 percent of the dealers said "most of the time", 5.8 percent said "half of the time", 8.7 percent said "some of the time", 2.9 percent said "seldom".

Installation and Service

As mentioned above, 87.7 percent of the responding dealers make their own installations, while 7.2 percent leave it to the distributor, eight percent employ an outside organization, and 3.6 percent use a recommended agency. We asked the dealers for average installation prices and found that, in general, it is cheaper to install a unit in a home or apartment than in an office and cheaper in some areas of the country than in others. For example, the highest average price for installation is in the South Atlantic region where it costs \$23.18 in a

home, \$28 in an office. Lowest prices obtain in the West North Central states—\$15.50 in a home, \$17.50 in an office.

Almost 82 percent of the dealers perform their own service; only 12.3 percent leave it to the distributor and 6.5 percent engage an outside organization.

We asked dealers about the problem of insufficient wiring and 90.6 percent say they make pre-installation surveys and 98.4 percent of these say that they check for wiring capacity during such surveys. Nearly all 1953 installations required some special or additional wiring, according to the answers that dealers gave us. Only 13 percent of them said that 10 percent or less of installations required extra wiring. Nearly 40 percent said that special or additional wiring is required on more than half of the installations. A surprisingly large percentage of the dealers, 34.1 percent, say they themselves install any necessary additional wiring. More, 38.4 percent, subcontract any wiring, 26.8 percent recommend an electrician, and 7.2 percent leave it to the customer to solve his own wiring problem.

So far, dealers aren't worried very much by the threat of built-in, year-round units. Only 9.4 percent said they expect such units will limit their markets "a great deal", 36.2 percent said "some", 41.3 percent said "little", and 10.1 percent said "none." End

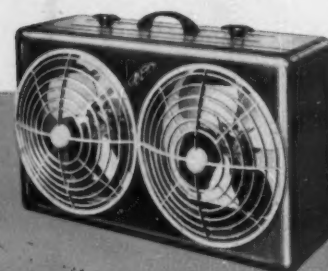
Famous AIR FLIGHT CIRCULATORS

Circulate only coolest air to every corner of the room. Patented louvers, smart styling, absolutely safe around babies and pets. 3 speeds, convenient foot-operated switch. Available in mahogany and beige plastic or black and clear plastic.



TWINMASTER Window Fan

The first and only 6-speed reversible window fan to fit both sash and casement windows! Twin fans individually controlled—either may be reversed—to draw in cool outside air or expel hot, stuffy inside air. 5 year motor guarantee.



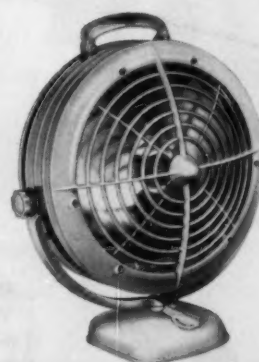
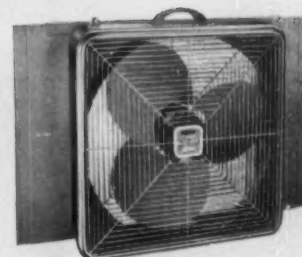
an

AIR FLIGHT fan...
for every purpose



Reversible 20 inch Window Fan

Designed for easy installation in all width sash windows. Quickly reversed. Lifts easily from window for use as a floor circulator in any room. Convenient carrying handle. 3 speeds. Moves up to 2800 cu. ft. of air per minute. Quiet, vibration-free, safe.



ALL-PURPOSE FAN

Sturdy, powerful all-purpose fan for living room, bedroom, nursery, laundry, kitchen, office. Convenient carrying handle. Swivel mounting for quickly directing cool air in any direction. Place in window or on table. Safe, protective grille front and back.

W. W. WELCH CO.

Cincinnati 2, Ohio

NEVER BEFORE... *a*

a Beautiful 3-Piece Service Set
Custom-Designed to Match the

UNIVERSAL *Coffeematic*

MAKES SALES EASY! One look at this luxurious Tray and Service Set and every customer will want one. And it's theirs for only \$9.95 extra when they purchase a 10-cup Universal Coffeematic. Use one on your counter backed by the beautiful, full-color display card. Watch your Coffeematic sales climb when you offer this big \$15.00 saving!



**MADE BY
INTERNATIONAL SILVER CO.
World's Largest Silversmiths**

This three-piece set is styled to match the Coffeematic exactly in design. Its gleaming beauty makes a fitting background for the Universal Coffeematic in your customer's home or as a powerful selling display in your store.



NOTHING TO STOCK

Each 10-cup Universal Coffeematic will contain a special offer certificate for the purchase of this Service Set. Your customer just mails it with her check for \$9.95 direct to Universal. A Service Set will be sent to her postpaid from the factory.

Sales-maker Like This!

- Matches Coffeematic
- Big 12¼-inch Tray
- Sugar Bowl and Creamer
- Gold-lined interiors
- Rich, chased design
- \$24.95 value for only \$9.95

Coffeematic alone—\$29.95. Manufacturer's suggested retail or Fair Trade price.



Famous
Coffeematic
Features
HELP YOU SELL!



EXTRA CAPACITY
Makes as many as 10 full cups of perfect coffee to the strength you choose.



EXTRA SPEED
Makes 10 cups in 12 minutes—quicker than you could boil as much water.



EXTRA BEAUTY
New modern design inside and out, styled to enrich any table setting.



EXTRA CONVENIENCE
Complete in one single unit, no extra, cumbersome bowls to remove.

Ask your *Distributor* how to get one of these beautiful Service Sets and a full-color counter card to display.

SELL the **ONLY COMPLETE LINE** of Automatic Coffeemakers, Four Models—two to ten cup capacity—from \$17.95 to \$29.95

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

There Is Nothing So Endearing...As A **Deering**



AVAILABLE IN
1/2-3/4 & 1 HP
MODELS

NO LOST SLEEP—NO LOST SALES **DEERING** does it **AGAIN!**

Relaxing, refreshing sleep is a summer "must". Sleep's easy . . . and so are sales . . . with a **DEERING** Air Conditioner.

When you add **DEERING** to your line, you meet an urgent need. Residents of fine homes and apartments have long wanted just such an air-conditioning unit, specifically designed to fit 54 different types and sizes of casement windows. No landlord complaints—no property damage. Just slide in, hook in, plug in. Then push a button . . . to relax better, sleep better, live better in the cool relaxing atmosphere of a country night. **DEERING** air conditioners add the final touch of luxury to gracious living, with decorator-styled cabinets in swan gray and gold. Plenty of cool profits in a **DEERING**, too! Send coupon for details!

EXCLUSIVE THE ONLY CASEMENT WINDOW AIR CONDITIONERS:

1. Designed and patented specifically for casement windows.
2. Window frames, muntins and mullions remain intact—no cutting, filing, sawing, or modification of casement window structure.
3. Centrifugal fans on both evaporator and condenser (high and low sides) for positive air quantity assuring highest possible efficiency.
4. Patent applied for apparatus between condenser fan scroll and end condenser coils for positive moisture evaporation under all conditions.
5. Fits any window opening as small as 10 1/4" high and 14 1/2" wide.
6. Full line of sizes for casement window installations, 1/2, 3/4 and 1 HP.
7. Does not block out light from full section of casement window.
8. Permits lowering of shade or blinds over window from top of window to top of air conditioner.
9. As easily installed in conventional windows.
10. Lowest saturation point and highest potential of any window type air conditioner built today.

MAIL THIS COUPON TODAY!
PROFIT IN 1954 FROM THE
ONLY "CUSTOM-MADE"
ROOM AIR CONDITIONER



I am interested in a franchise for the **DEERING** Casement Window Air Conditioner. Please print below.

Name _____

Company _____

Position _____

City _____ Zone _____ State _____

THE DEERING AIR CONDITIONING COMPANY
1069 CELESTIAL STREET • CINCINNATI 2, OHIO

Diversified Attack Sells Room Coolers

CONTINUED FROM PAGE 82

conditioner, were sold a 20-inch window fan.

"We were determined to get sales out of our prospects," says Constable. "Most of them bought at least two 20-inch fans. We knew their original desire to cool a room 20 degrees was not possible with a fan, but a fan would certainly make their home cooler. We didn't sell \$500 units to everyone, but were able to switch 98 percent to buying \$75 or \$100 worth of fans.

"Not only were fans sold, but all our appliances enjoyed a good increase from the extra traffic in the store," Constable points out. "We had over a 30 percent increase in air conditioning sales, in spite of the fact that it wasn't a particularly good year in Cleveland. For the general run of white goods, there was over a 25 percent increase. Because of the switch to fans by some air conditioner prospects, we sold over 300 fans—an increase of at least 50 percent over 1952.

Make Own Installations

The main downfall of some other dealers, United Stores believes, was that they didn't have their own installation men for air conditioners. One dealer had units on hand and, when the weather was right, should have sold plenty. But he didn't, because he couldn't install them when people wanted them.

"We have two crews of two men each, and they take just 45 minutes on an installation," Constable states. "We think the time element in appliance selling is very important, and that a prompt installation is as important to the customer's satisfaction as a proper, dependable installation. When a prospect is ready to buy, you must have the unit, and be prepared to install it properly and quickly. We pay our men \$75 a week, plus \$1.80 per call. Part-time men got \$10 a unit for each installation.

"The professional class is, of course, a natural for air conditioners. It doesn't cost them much because the units can be deducted from income tax as business improvements. We let them pay 10 percent down, complete payments in 36 months, and we charge them the standard \$35 for installation. In addition, we store the unit in our warehouse for the winter free of charge. Then in the spring we clean it up and put in new filters. Reinstallation fee runs to about \$15.

Rental Plan Succeeds

"The rental plan was very good, we turned most of the rentals into sales," Constable continues. "People liked the setup and we had a lot of sales we wouldn't have had otherwise. In six weeks' time we sold 60 units. Another plan we used wasn't as successful. It was a tie-in with a supermarket offering a chance on a free air conditioner with the purchase of a certain kind

of soap. We got loads of prospects' names as a result, but didn't close many air conditioner sales. People were interested in the chance of a free air conditioner, not in parting with \$500 for one. However, we did get a lot of TV, refrigerator, and laundry equipment sales from these prospects. We made many sales, but not of the type which we had expected to make."

Advertising is Important

United had some good luck as well as some poor results with their advertising. Direct mail was highly effective, but display ads in the newspaper were not too effective in drawing prospects. Constable had plugged their rental program in the ads and this helped some, but they needed the stimulation of direct mail to really attract prospects. Their chief mistake was using ads that were too small. They ran a one column three-inch ad every day in the *Cleveland Press*. The only reason they used small ads was that they had to be in the paper often to maintain a certain position on the page. But the ads were too small to be effective. If they had realized this mistake sooner, they would have used some of the promotional money for larger ads. "Here was a cue for us to change our attack. We won't use too-small, ineffective ads again," comments Constable.

Direct Mail Easy to Adapt

On the other hand, the money spent for direct mail was very well spent. Constable personally made up his own mailing pieces, many times late in the afternoon. By late evening he had them in the mail. The next day they had prospects in the store waving the mailer in their hands. With newspapers, they couldn't direct the message, it had to be generalized. And they also had to make up the ad two days in advance, which prevented them from adapting the message to the weather forecast.

No Cold Canvassing

About the only way United Stores didn't try to sell their air conditioners was with outside selling on a cold canvass basis. The salesmen would go out for followups, but not unless people had called about a mailing piece or an ad in the newspaper. Each person who was sent a direct mail piece was called either the first or second day after the piece went out. If they couldn't come to the store, a salesman called at their home, at the prospect's convenience.

Footballer Constable made many touchdowns carrying the pigskin, and he has made a lot of air conditioner and appliance touchdowns (they have an annual volume of \$375,000). "All it takes is a diversified attack, and working fast at a point when the time and weather are just right," concludes Constable. End

**Starting
Feb. 17th**

Powerful Blackstone Ads

reach 150 Million prospects!

Colorful Spring Ads in
Better Homes and Gardens,
McCall's, Saturday Evening Post,
and 12 other Top Magazines Send
Blackstone Prospects to
Your Store!



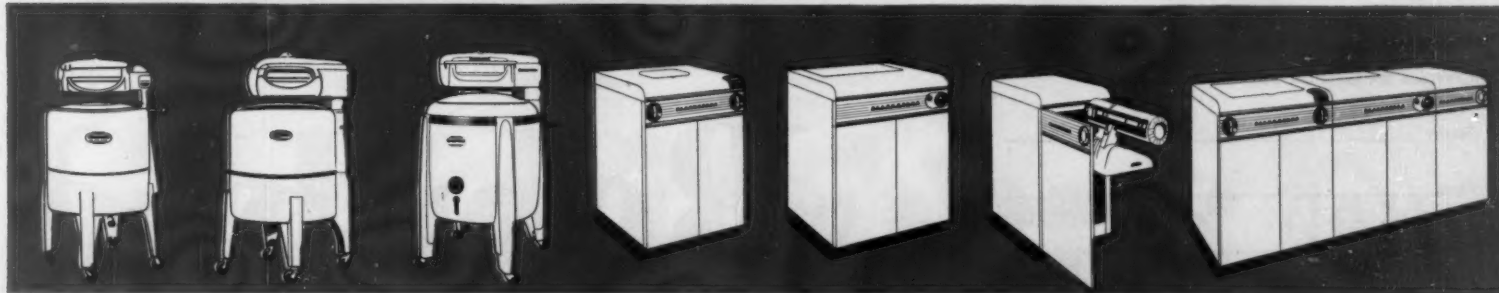
Millions across the nation will be told that Blackstone is their best washer buy! Prospects will be flocking to your store to see the world's only fully automatic...fully flexible...fully mechanical washer! And the new and completely different dryer! There'll be no walkaways!... Because there's a Blackstone for every pocketbook and budget! Best of all, Blackstone gives you full markup on every sale you make! Blackstone protects your profit too! An installed Blackstone is a completed sale! No profit-eating service calls!

Blackstone's new washer and dryer...plus our big spring ad drive and complete merchandising program, offer your best opportunity in years for home laundry profits. Contact your Blackstone distributor today and tie in!

Blackstone

JAMESTOWN, NEW YORK

America's Oldest Manufacturer of Home Laundry Appliances



Quality Wringer Washers at a Promotional Price.

Medium Priced Washers with Deluxe Wringer Features!

Semi Automatic Washers at an amazing Low Price.

Finest Automatic Washers in the world Today!

Automatic Dryers with the Features that Sell Themselves!

Automatic Cabinet Ironer with New Foldaway Cabinet.

Blackstone's World Famous Complete Home Laundry Units.

Glad I'm Teamed-Up with Republic!



You Get Most For The Sale!

"Most For Your Money!"

REPUBLIC STEEL Kitchens

What a Campaign!
What a Schedule!
What a Sales-scoring Tie-in Package!

Look at the challenge in the advertising of this new, big name in kitchens! No wispy, "dream kitchen" prose here. This is the kind of advertising you, yourself, would do. It's out to *sell kitchens!* Promises value-seeking homeowners what they're demanding: *most for their money!* Sends them into your store with "Give me the lowdown on the showdown" in their eyes. And with Republic Steel Kitchens you can do it! The hardworking tie-in package, a vital part of Republic's advertising, gives you every modern merchandising help you need for profitable kitchen sales. If your Republic Steel Kitchens distributor hasn't called on you, use the coupon today.

Get the facts on the 1954 "Challenge" line

REPUBLIC STEEL KITCHENS

Sales Department, 1012 Belden Avenue, Canton 5, Ohio

Give me the facts on The Challenge Line.

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

Republic

WORLD'S LARGEST STEEL PRODUCER

FEBRUARY, 1954—ELECTRICAL MERCHANDISING

WATCH FOR THIS FEBRUARY FULL-COLOR KICK-OFF AD

IN AMERICAN HOME, WOMAN'S HOME COMPANION,

LIVING FOR YOUNG HOMEMAKERS MAGAZINES



Republic Steel Kitchens!

This is a different message about kitchens. The kitchen pictured is different from other kitchens. Look beyond its simple, modern beauty, the well-designed plan for easing kitchen tasks, and you'll find something more.



Most for your Money!

Only one steel kitchen manufacturer—REPUBLIC—can produce a kitchen line that assures you most for your money. A top quality line at easy-to-budget prices! Only Republic can give you most for your money because only Republic can guard the quality of its product from raw ore right to your dealer's store. Republic Steel Kitchens are designed and built by one of the world's greatest steel companies. A pioneer in steel kitchen manufacture. Producers of the kitchen line in which the "extras" are standard! Don't take our word for it! Compare feature for feature and you'll see, and agree, that you get most for your money when you get Republic Steel Kitchens.

Here's Proof!

Visit your Republic Steel Kitchens dealer. The complete Showdown Comparison chart and a long satisfying look at Republic Steel Kitchens will convince you.

FEATURES	Republic Steel Kitchens	Factory Made Wood Kitchens	Steel Kitchen "A"	Steel Kitchen "B"	Steel Kitchen "C"	Steel Kitchen "D"
YOUNG-KITCHENS —Installed at the right height for your "comfort reach."	YES	NO	NO	NO	NO	NO
WILSON GLIDES —Offer smooth, quiet drawer operation; no binding.	YES	NO	NO	NO	NO	NO
MULLION STOPS —Between counters and drawers add strength, stop binding.	YES	NO	NO	YES	NO	NO
FULL-COVERED DRAWER BOTTOMS —Easy to clean; no unsightly crevices.	YES	NO	NO	NO	YES	NO
EASY ACCESS —PULL-OUT CUTTING BOARD Designed in its standard cabinet	YES	NO	NO	NO	NO	NO

The New "BIG NAME"

REPUBLIC STEEL Kitchens

in Kitchens!

COLORFUL 32-PAGE KITCHEN IDEA BOOK

Actually 101 ways to work kitchen remodeling wonders. Contains 25 color in color for remodeling and painting. Address Dept. A, Republic Steel Kitchens, 7019 Bolton Avenue, Canton 5, Ohio. LYH-42

Name _____
Address _____
City _____
County _____ State _____

Thousands of requests for this booklet—from earnest prospects for a new kitchen, whose names have been immediately forwarded to the dealer in their area.



CABINETS OF STEEL FOR LASTING APPEAL

Steel Kitchens!

MANUFACTURING STEEL KITCHENS

ELECTRICAL MERCHANDISING—FEBRUARY, 1954



YOU HAVE TO TELL TO SELL!

It will help you clinch the sale if you can tell your prospects what plus-values Armco Special-Purpose Steels add to a product.

Take Armco ALUMINIZED Steel. You'll find it in many of the appliances you sell—in reflectors and other parts of room heaters, in toasters, waffle irons, roasters, coffee makers, ranges, trash burners and picnic grills. Here are questions your customers may ask and the right answers:

- Q.** Is this metal solid aluminum?
- A.** No. It is steel coated with aluminum by a patented method. It is actually dipped in molten aluminum.
- Q.** What are its advantages?
- A.** The steel core provides the strength—the two metals together resist a combination of heat and corrosion better than either metal alone.
- Q.** What about heat reflection?
- A.** Armco ALUMINIZED Steel has a high degree of heat reflectivity. It will turn back approximately 80 per cent of the radiant heat thrown against it—an important reason for using ALUMINIZED in many appliances.

Eight of these advertisements on Armco Special-Purpose Steels that have appeared in this magazine are combined in a folder titled, "You have to tell to sell." Note below how many of these folders you can use for sales training.

ARMCO STEEL CORPORATION

1484 CURTIS STREET, MIDDLETOWN, OHIO
EXPORT: THE ARMCO INTERNATIONAL CORPORATION



ARMCO STEEL CORPORATION
1484 Curtis Street, Middletown, Ohio



Send me _____ copies of the folder, "You have to tell to sell."

NAME _____

COMPANY _____

STREET _____

CITY _____

ZONE _____

STATE _____

1953 Fan Volume Breaks Records

CONTINUED FROM PAGE 93

give not only 1953 sales, but a revised breakdown of 1952 sales as reported by the 26 members.)

List Price	1952	
	Units	% of Total
Under \$40.....	41,152	14.1
\$40 to \$60.....	89,487	30.6
\$60 to \$80.....	123,451	42.2
\$80 to \$100.....	16,209	5.6
\$100 and over.....	21,969	7.5
Total (NEMA).....	292,268	100%
Estimated Industry...	505,000	

From the above tables it can be seen that while fans in the \$60 to \$80 price bracket sold in greatest volume, accounting for 48.6 percent of the units sold, the greatest gains were made in the \$80-\$100 price group, with an increase of 157.6 percent increase over 1952. Models selling "under \$40" held their own in percent of total sales and show a 49.6 percent increase over 1952 in unit sales, while the "\$40 to \$60" and the "\$100 and over" show losses in percent of total and in percent of change.

While most fan producers agree that twin-fan window models have made a definite place for themselves in the industry, and in many cases have backed up their opinion by adding twin fan models to their lines opinion is divided.

Enthusiasts say twin-fan window units are here to stay. The advantages are obvious. They are not as big and bulky as the single-bladed window fan. They fit more conveniently in low sash windows and in casement windows, and the casement market is a big potential, particularly in apartments where wiring is inadequate and tenants are not allowed room coolers.

From the other side comes such comments as "while they have a limited market, they are not as practical for all-purpose cooling as the portable window and roll-around type of fan." Others say the two-fan casement window fan is meeting almost no customer acceptance and as a result most manufacturers are dropping the item.

Hassock Fans

Another 295,000 hassock fans were sold in 1953. This is a 11.3 percent increase over 1952 sales in units and a 10.8 percent increase in dollar volume. Although hassock fan sales have been increasing steadily, industry observers are of the opinion that they have passed their peak of popularity and are levelling off. "While they seem to have established a definite place for themselves," says one fan producer, "the excitement and novelty that existed several years has died off. They will always have a good market, but they do not have the future potential of window fans."

Kitchen Ventilating Fans

Approximately 680,000 kitchen ventilating fans — wall and ceiling types — were sold in 1953. At an average retail price of \$31.75 per unit,

this aggregates \$21,590,000 — a 16.2 percent increase in unit and a 13.6 percent increase in dollar volume over 1952. Kitchen ventilating fans were second in unit production for the year, accounting for 16.6 percent of the total units. They were third in dollar volume, accounting for 14.9 percent of the total dollar volume.

The majority of these models are in the 8- and 10-in. sizes, and require installation in kitchen walls or ceilings. Many are interchangeable for use either in wall or ceiling.

Another type of kitchen ventilator that made a bid for popularity in 1953 is the hood-type range ventilator. It is estimated that over 30,000 units of this type were also sold in 1953, at a retail price of \$100 and over.

Attic Fans

Although attic fan sales topped the 100,000 mark again in 1953, the market for this type fan is said to be levelling off. The market for attic fans is much more limited than for portable fans of all types, because of the high unit cost, installation cost, and the limited comfort cooling needs provided in many areas of the country. Without a doubt the rapidly increasing development of larger multipurpose window and portable fans will make inroads into attic fan sales.

It is estimated that of the 101,000 fans sold for domestic purpose in 1953, 60 to 75 percent went into new constructions and the balance into remodeled homes.

Installation costs in old homes range from \$35 to \$200 depending on the type construction and the work necessary to provide proper exhaust areas.

Horizontal type attic fans for vertical discharge, it is estimated, outsells the old standard type attic fan approximately three to one.

What's Ahead

Another good fan year is expected in 1954. With pipelines exhausted in all levels of distribution, manufacturers will all be busy the early part of the year replenishing stockpiles. One manufacturer says his goal is 75 percent higher than last year's stockpiles by May 31st.

As predicted last year, air conditioning has helped rather than hindered the fan business. There's no question about it, the fan business is booming, and all manufacturers are convinced that it will continue to boom as air conditioning promotion continues to stimulate interest in all devices for home comfort. Not all consumers can afford a room cooler. Those who can soon find out they need something for the other rooms of their house. Units for cooling an entire house have a long way to go before their effect will be felt by single room coolers or by fans. In the meantime, the fan industry is capitalizing on the new interest in home comfort devices, and they will continue to do so for a number of years to come. **End**

Now... for your
budget-minded
prospects...

STROMBERG
CARLSON
gives you another great
VALUE
LEADER

the
BROADVIEW
21" Console
\$349⁹⁵*



Exclusive PANORAMIC VISION for true room-wide viewing, the greatest picture visibility in television

Super powered chassis for top performance on UHF and VHF. Equipped with strip-type tuner. Continuous tuner optional at extra cost.

Concert-type permanent magnet speaker for full, rich tone

Contemporary design cabinet in hand-rubbed Honduras mahogany veneers, with decorative recessed speaker grill.

Look at the performance features! Look at the decorator styled cabinetry! Look at the price! You'll see why the BROADVIEW can be one of the hottest profit producers you've ever had. Call your distributor or write for complete details today.

(Also in blond finish mahogany veneers... \$359.95*)

*Zone 1. Includes excise tax and warranty.

"there is nothing finer than a

STROMBERG-CARLSON®

Stromberg-Carlson Company, Rochester 3, New York

60th Anniversary—1896-1956

THE NEWS MODELS FOR



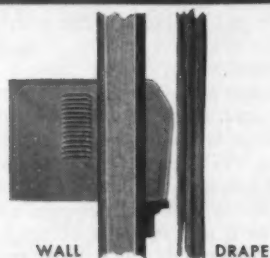
WHAT A
VALUE! .

$\frac{3}{4}$ Horsepower

\$299⁹⁵

SEE YOUR ADMIRAL DISTRIBUTOR NOW! LEARN ALL ABOUT THIS

IS OUT! '54 ARE IN!



No extension into room. Drapes and blinds pull over unit easily.

They cool (and heat)
and "HIDE AWAY"

Plus these great sales-making features!

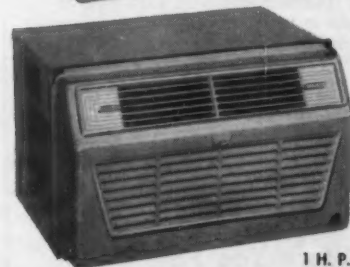
- 18 different "weather" selections.
- Automatic Comfortrol thermostat and humidity control.
- Clear-view installation with glass filler panels.
- Directional air-flow louvers.
- Installed in minutes—plugs in like radio.



1/2 H. P.



1/2 H. P.



1 H. P.

Admiral

ADMIRAL CORPORATION, 3800 W. CORTLAND ST., CHICAGO 47, ILL.

COMPLETE LINE OF 14 NEW HIDEAWAY AIR CONDITIONERS

ELECTRICAL MERCHANDISING—FEBRUARY, 1954

PAGE 141



Says the homemaker:

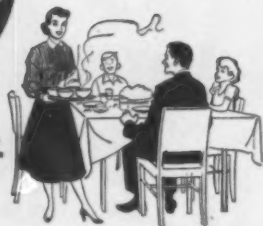
*I wanted a
Fast
Range Unit!
and I get it in my*

Super High-Speed

**CHROMALOX
ROCKET!**



*"Now I give my family of 4
sipping hot soup, eggs
or coffee in minutes"*



Says the Dealer:

*I wanted a Fast
Range Unit for service
& replacement —
and I get it in the*



Super High-Speed

CHROMALOX ROCKET

Chromalox makes the new Super High Speed Rocket . . .
Sell it for service and replacement and pocket a pretty profit!

See your Distributor or write direct to

Make more money and more satisfied customers! Write for complete details on modernizing all electric ranges with Chromalox Super High Speed Units and Adaptor Rings.

EDWIN L. WIEGAND CO.
7525 Thomas Blvd., Pittsburgh, Pa.

CHROMALOX

RC-43 *Electric Cooking at its Best!*

Fan Bonanza In The Fall

CONTINUED FROM PAGE 94

ers. But when that discount ended, we had the Fanville Bank plan to add incentive.

"I'd never really believed there were so many dealers ready to buy in the fall," Farmer adds. "We sold over 60 percent of our total 1953 volume by December 15. At least one-third was sold in the month of October. Actually, dealers are much better prospects at this time of the year because they remember the fan business they did in the summer. They can see that early buying with deliveries around the first of the year enhances their position to sell when the next season rolls around."

Staff Finds Loopholes

When the Fanville promotion was conceived, it was prepared on paper, then passed around to all department heads to see if there were any loopholes that might show up when put into use. Then the promotion was mimeographed and sent out to all the salesmen so they could have a good chance to think it over before the sales meeting the same week. From the time the salesmen first heard of the program, they were given special notices to show where each stood in the weekly point record.

"We made up points for the different size fans so the salesmen could earn a little extra money," says Yanutola, the advertising manager. Here is the rundown on the points:

Fan size	Type	Name	Points
10-inch	oscillating	Livlyaire	2
12-inch	oscillating	Livlyaire	3
16-inch	oscillating	Standard	6
10-inch	oscillating	Poweraire	3
12-inch	oscillating	Poweraire	6
16-inch	oscillating	Poweraire	7
10-inch	hassock	Debonaire	4
10-inch	window fan	4
16-inch	hassock	Debonaire	8
16-inch	window fan	6
16-inch	4-purpose window	Riviera	9
16-inch	mobile exhaust	Mobilaire	10

One of the reasons why Otis Hidden was so successful in promoting early fan activity was the enthusiasm that the salesmen transferred to deal-

ers. Department manager Farmer gave each salesman the invoices from the previous season, with instructions to repeat the order plus a 30 percent increase.

"Fall selling definitely puts us in a better position to add new accounts to our books," Mitchell points out. "We have 20 salesmen, of whom four sell to accounts right around Louisville. The other 16 sell in a 250 mile area in Kentucky and Indiana. When the salesmen started off with the 10-inch oscillating fan that Westinghouse furnished for samples, most of the salesmen could spend much more time talking to dealers than in the spring, as well as writing over 80 percent of the orders to the new accounts."

Some of the salesmen must have looked rather weird to passers on the streets as they entered dealers' stores carrying fans in the winter. One of the Louisville salesmen made his calls with Bob Miller on the 14th of February when it was 14 degrees above zero. They pushed a Mobilaire fan down the street to the consternation of the public, but not the sales book—they sold over \$8,000 in that one morning.

Farmer says, "In the first six weeks, we'd sold a representative volume to tell how much we were going to do in the 1953 season. Yet even so we made a mistake. When I left for my vacation in June, I'd delivered all the fans we'd sold in early selling. There were so many dealers without enough fans when I came back that I had to order \$27,000 more for July sales."

With the success of the fall merchandising for 1953's fan business, Otis Hidden hopes to increase their 1954 business by 50 percent. A typical dealer of the first program had an order for \$8,000 (300 small oscillating fans) which he wouldn't have bought early without the personal contact.

"We've learned you must get out there early," Farmer concludes, "if you are going to get the business. We were happy with just \$10,000 orders from dealers when they bought early, but our salesmen now really get hot on fans when the weather starts to get cool." End

On March 15 You Pay

That's tax day. But before you file a return, are you sure you've learned how to conduct your business to save tax money? Do you know you have to start now to make the most advantageous savings for next year? Do you know how to find your best tax reporting year, or what to include in inventory?

We asked an expert for the answers. He's J. K. Lasser, C.P.A., the author of *Your Income Tax and Business Tax Guide* and his specially written article for appliance dealers appears in the March Issue of *Electrical Merchandising* under the title,

Plan Your Taxes Before You Pay

Dealer after dealer tells us, "Sales close faster when we say:

CROSLEY HAS 33 YEARS' ELECTRONIC EXPERIENCE"

Crosley has been a leader in electronics since 1921. That's 33 years of leadership. Dealer after dealer has gone out of his way to tell us how important this fact is to customers. People just naturally have confidence in a company with a record like Crosley's—so dealers find that pointing out Crosley's experience makes their selling job a whole lot easier . . . helps them close sales faster.

Thanks to its long experience in the electronics business, Crosley assures you top performance—performance that does a mighty powerful selling job of its own. You—and your customer—can count on Crosley for a perfect, interference-free picture.




Big Picture—Compact Cabinet. Double value in this handsome 17-inch custom table model. Selected hardwood veneer, rich mahogany finish. Model F-17TOMH. Also in comb-grain white oak, Model F-17TOBH.

Only Crosley TV has the

Picture



Sentry

that guards against  interference

© 1954, AVCO MFG. CORP.



Chippendale Console. Traditional design, gleaming mahogany finish. Get all 70 UHF channels with center dial. Model F-24CDMU. Also in modern comb-grain white oak cabinet, Model F-24CDBU.



Complete Family Entertainment Center. 21-inch television, 3-speed automatic record changer, powerful FM-AM radio. Hand-polished cabinet is genuine mahogany veneer. Aluminized picture tube. Model F-21PDMH. Also in comb-grain white oak, Model F-21PDBH.




Magnificent Custom Console. Smart 21-inch comb-grain white oak console. Aluminized picture tube. Model F-21COBH. Also in mahogany veneer, Model F-21COMH.

You can

SELL

them better on a **CROSLEY TV**

Division  Cincinnati 25, Ohio



**Amazing
NEW adhesive
simplifies
kitchen installations
with G-E TEXTOLITE*
plastics surfacing!**

Here's just one more development General Electric offers in order to help you make it easier and more profitable to sell complete kitchens. It's the amazing new pressure-contact adhesive for installing G-E Textolite on kitchen sink tops, counter tops, bathroom vanities, and similar products. It minimizes installation headaches.

Use the new pressure-contact adhesive as a merchandising feature for selling complete



New G-E end caps and divider strips make it easy to install G-E Textolite MONOTOP plastics surfacing quickly and inexpensively.

kitchens, or in the manufacture of your own products. If you deal with a fabricator, ask him about the new pressure-contact adhesive designed for use with G-E Textolite products. It makes an instant bond, requires no clamping, binding, or weighting.

★

FOR FULL DETAILS write: General Electric Company, Section 1323-9A, Chemical Division, Pittsfield, Massachusetts.

*Reg. U.S. Pat. Off.

You can put your confidence in—

GENERAL  ELECTRIC

Fans by the Carload

— CONTINUED FROM PAGE 98 —

The result was unbelievable. On Monday morning, the switchboard was jammed with telephone calls, buyers were on hand as soon as the store doors opened and we had to bring in two or three extra clerks to handle them. By noon, we were not only sold out but had oversold our stock and had to scurry around to find another manufacturer who could provide us with fans to fill the extra orders.

Herring knew then that his gamble was no gamble at all and that the market for 20-inch window fans in Jacksonville was a reality. In the succeeding months, he kept the promotion alive by continuous plugs in the newspapers, over radio and by eye-catching floor displays placed at strategic points in the store, at elevator doors, near the credit department and in other traffic lanes.

Experience Pays Off

With the experience gained from 20-inch fan sales the previous year, Furchgott's really went out to tap the market in 1953. Herring made arrangements to place carload orders when he needed them, throughout the year. The first carload was ordered in January for April and May sales. The three floor salesmen in the housewares department were given thorough instruction in selling fans.

"This instruction is an important point," declares Herring. "You've got to teach the salesman that a window fan has limitations as well as capabilities. For example, we made it a point to impress on our salesmen that a fan—any fan—cannot cool the air, only move it. We wanted to be sure the salesmen did not claim things for the fan which it would not do, and thereby create dissatisfied customers and service problems.

"We also established certain sales policies which would guide us in our fan promotion. One of these was that we would let the customer do his own installation work. Thus, no extra costs whatever were included in our selling price. Then we set terms on the fans which would make it easy as possible for the customer to buy. They could be purchased for \$5 a month with no down payment. Our idea in such an arrangement was that almost anybody in Jacksonville could buy a fan.

"We decided to continue the use of half-page display ads in the newspapers at intervals, to maintain our floor displays at strategic points in the store, and to enlarge the fan section with the addition of casement fans as well as window fans. The 20-inch Country Aire model with General Electric motor was to be the bellwether of the selling campaign."

Five Steps In Promotion

The promotion thus boiled down to five major steps. In order, these were:

First, correct planning. Fans were bought in January and February to

(Continued on page 151)

Announcing

**SCHWITZER-CUMMINS
NEW FRESH-AIR MAKER FANS**

**MANY MODELS • TOP
PERFORMERS • SUPERIOR QUALITY**

PRICED RIGHT!



New... CONVENIENT VERSATILE FANS

New... AIR FLOW ADVANTAGES

New... WINDOW MOUNTING

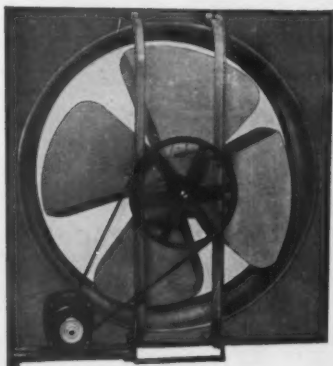
New... SAFETY FEATURES

New... COLOR STYLES

New... EYE APPEAL

Window-Portable Fans

The Quality line... with matched design



and...

**THE LEADING LINE OF
ATTIC AND EXHAUST FANS**

Horizontal and vertical—eleven right sized models—well known and accepted the country over. 4500 cfm to 23500 cfm.

Best FOR POPULAR DEMANDS

Casement windows—sash windows—floor fans—portables—intake or exhaust—two speeds—reversible models—convenience and good looks.

Best FOR YOUR VOLUME AND PROFITS

Fresh-Air Makers are offered to you with full confidence that they will please your customers and make you money. They are available in a generous array of sizes, all priced right.

SCHWITZER-CUMMINS COMPANY

125 MASSACHUSETTS AVENUE • INDIANAPOLIS 7, INDIANA

Builders of Fine Fans for Over a Third of a Century

DETROIT JEWEL ANNOUNCES THE SENSATIONAL NEW 1954 "MRS. AMERICA" LINE

OF GAS RANGES

New 1954 Ranges Designed to Help Solve Your Retail Selling Problems!

Detroit Jewel is setting the pace in 1954 with the greatest new line of gas ranges in history . . . the Mrs. America Line, starring the Mrs. America Range with *new beauty, new features, new sales appeals* . . . that are easy for your salesmen to demonstrate, easy to sell!

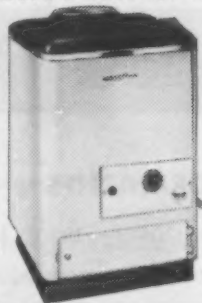
PLUS the hardest-hitting advertising and sales campaign in its history! Featuring *two* great personalities: *Dorothy Kilgallen* . . . famous newspaper woman and television star . . . and *Mrs. America*, selected as housewife of the year and who symbolizes every American homemaker!

They'll carry the Detroit Jewel story to millions of prospects in your local markets on television, radio, in newspapers and national magazine ads. Get ready for action . . . Detroit Jewel has lots in store for '54!



Beautiful "Mrs. America" Range Acclaimed
World's Most Modern Gas Range With World's Most Sellable Features!

Here's another NEW product!



NEW DETROIT JEWEL DUAL- ACTION INCINERATOR

Beautiful, fully automatic! Combines dehydrating and fast-burning methods. Economical, noiseless, odorless, practical! Designed to meet an ever-expanding, profitable market.

Here's the range that lets your customers cook *better for less!* And these great features are the reason: *Exclusive* Detroit Jewel Top-Vue Oven or Top-Center Griddle; *exclusive* Detroit Jewel Signa-Dials; Oven-Ready Signal; Infra-Red Broiler; Extra Large Chrome Oven; Timed Convenience Outlet! It's functionally designed and efficiently insulated, completely automatic, easy to keep clean! Every one a "most-wanted" feature by today's homemakers . . . *your customers!*

NEW 36" RANGE—Has full size oven, under-oven broiler, 2 *giant* size and 2 regular burners, plus large storage compartment. Gives famous Detroit Jewel quality at low "traffic builder" price!



ATTENTION DEALERS!

We are expanding our distribution. Profitable opportunities are available for aggressive, sales-minded dealers. Write us for details.



DETROIT JEWEL

PRODUCTS OF THE DETROIT-MICHIGAN STOVE CO.
Detroit 31, Michigan

announcing

a spectacular new

**clock-radio
for**

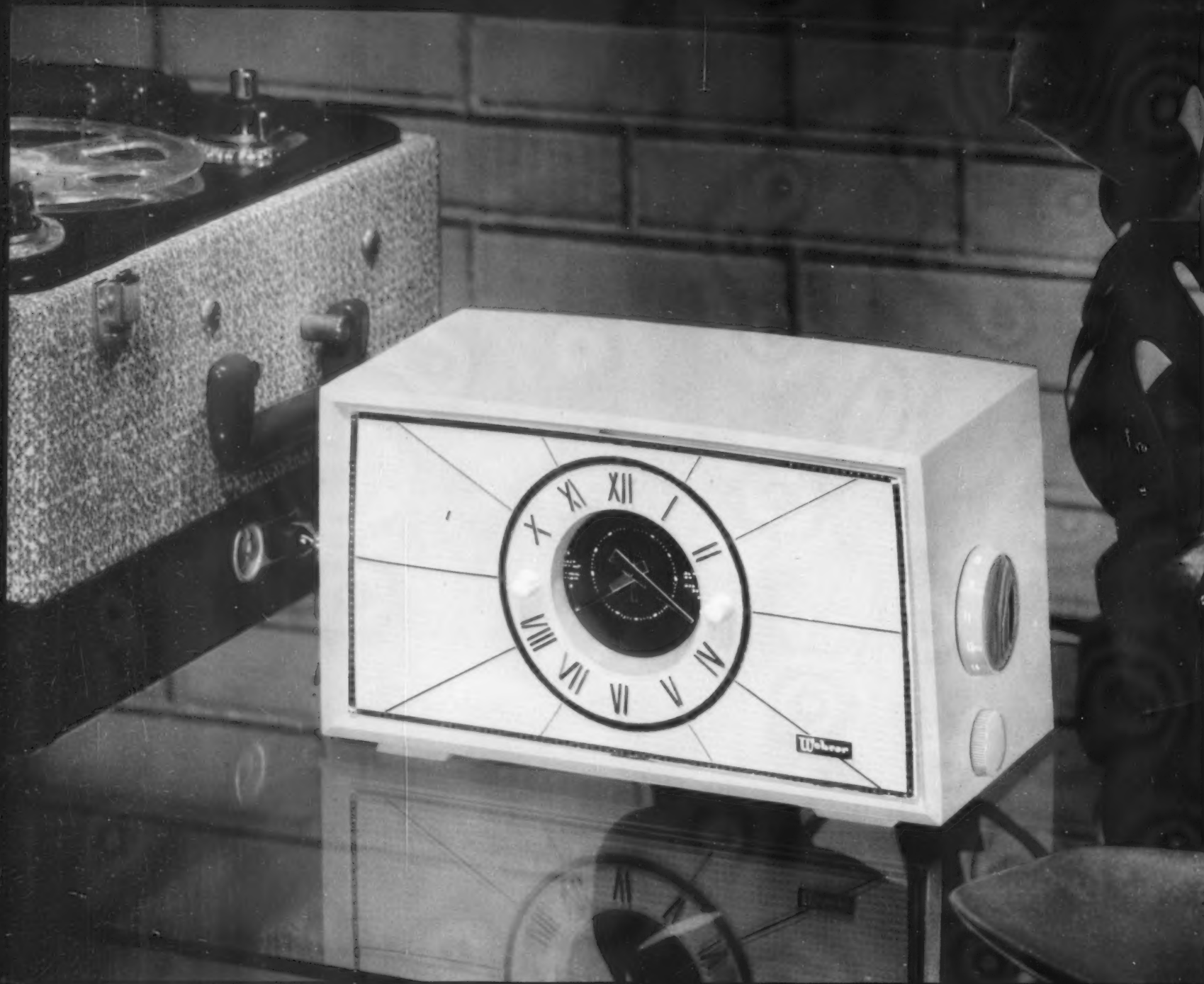
**tape recorders
and phonographs**



WEBB

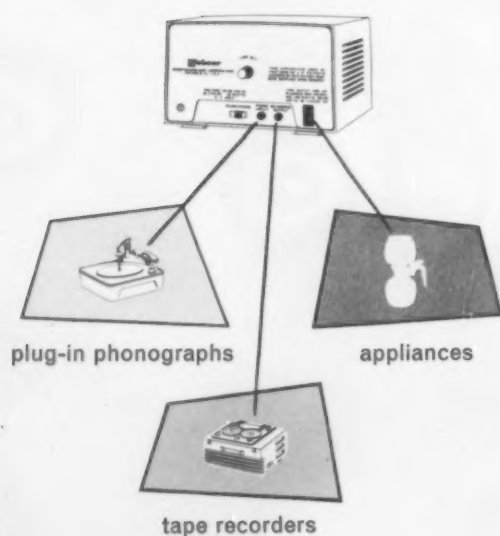
an entirely new concept in radios

for use with tape recorders, phonographs and appliances



the revolutionary new

WEBCOR clock-radio



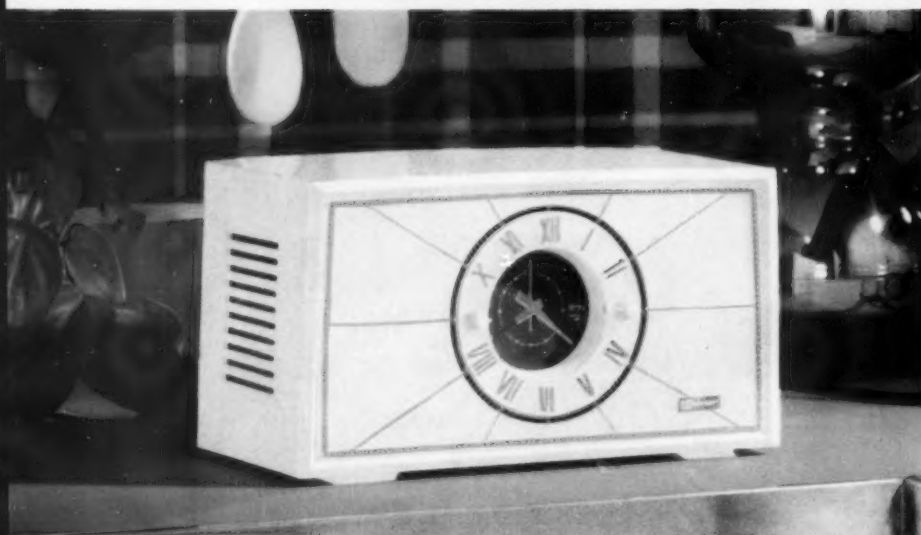
Here is the Webcor *Quintet*! It is a clock-radio as exciting as the magic of tape recording; as beautiful as the phonograph music it reproduces; as efficient as the appliances it operates. Yes, it is the spectacular Webcor *Quintet*—truly a five-in-one unit. *First*, it is a powerful, sensitive superheterodyne radio. *Second*, it has the amazingly new tape recorder plug which enables you to record directly from the radio, *even during your absence*. *Third*, its especially designed phonograph plug makes it possible to play your favorite records through its fine amplifier and speaker. *Fourth*, it automatically operates any home appliance, including television sets. *And fifth*, it is a handsome, accurate electric clock. Never before in the history of radio has there been a unit that will do so much for so little!

With the Webcor *Quintet*, the tape recorder becomes a household product for every family and the plug-in phonograph finds its way into every room.

To see and hear the greatest advancement in clock-radios since their introduction, see and hear the Webcor *Quintet* today!



Picture the striking new Webcor Quintet in your home—anywhere. *In the kitchen*, close to the appliances it automatically operates. *In the living room* next to the tape recorder that will record your favorite programs—automatically. Or, even *on a nightstand*, connected to a plug-in phonograph that will musically lull you to sleep with records. No other clock-radio performs all of these acts!



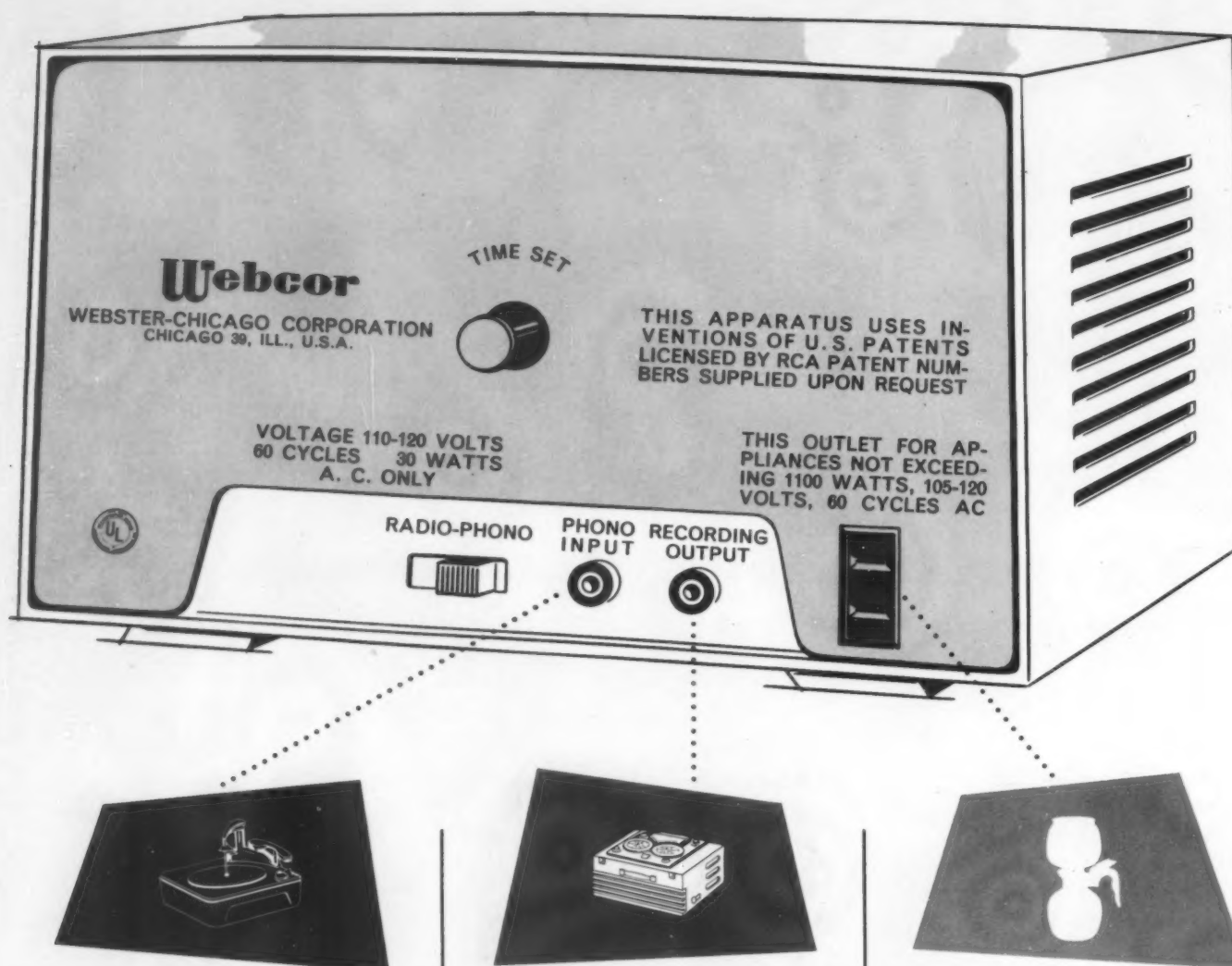
One look at the simple, easy-to-read face of the famous Telechron clock tells you the time accurately. Yet, its mechanism will automatically start your coffee "perking" at a pre-set time each morning. And, in the kitchen the gleaming Webcor Quintet looks as natural as a toaster or mixer.



Created by America's foremost home furnishings designer, the Webcor Quintet boasts the simplest tuning dials, located at the side of the clock-radio for the utmost convenience. Available in Desert Tan, Dove Gray and Spruce Green, as well as Oyster White. There is a Webcor Quintet for every decor and color scheme.



Webcor



The Webcor Quintet lulls you to sleep by playing your favorite phonograph records. Then after an hour the *Electronic Switch* shuts off the phonograph for you. You can awaken to phono records, or your favorite radio program too, if you like. Once you see and hear the Quintet . . . you'll know why this is the greatest clock radio on the market. See the Webcor Quintet today.

Webcor makes history with the Tape Recorder output. Imagine recording your favorite radio program without being at home. Simply plug in the tape recorder in the special output, set the timer, and the radio and tape recorder turn on within split-second accuracy. And each recording is clear and lifelike—because the Quintet radio is a powerful AM receiver with superb built-in antenna.

Coffee, toast . . . even your favorite television program is waiting for you with the new Webcor Quintet. The special appliance outlet provides safe, positive turn-on at whatever time you set the clock-timer. Use the Quintet alarm clock as a reminder of special events. All appliances shut off up to an hour after they are turned on with the amazing Webcor *Electronic Switch*.

The Webcor Quintet is a superb 5-tube superheterodyne AM receiver with built-in antenna. It operates on 110-120 volts, 60 cycle AC only. The clock switching circuit handles up to 1100 watts. A special volume control eliminates "blasting" from nearby stations and "fading" on distant stations. Two individually tuned transformers reduce interference and increase selectivity.

A delicately balanced PM loudspeaker gives excellent high and low frequency response. The Telechron clock

tuning and alarm controls allow setting for turn-on of radio, appliance, phono or recorder at a predetermined time up to 12 hours. Webcor's special *Electronic Switch* shuts off power up to one hour after setting. Two inputs for appliances and phonograph and an output for a tape recorder are located on the back panel. The Webcor Quintet comes in a choice of four attractive colors: Oyster White, Desert Tan, Spruce Green, Dove Grey. Size: 6" high, 10¼" wide, 5¼" deep. Weight is 8 lbs.

All music sounds better on a Webcor



Webcor

Webcor is the trade name of the Webster-Chicago Corp.

Chicago 39, Illinois

Fans by the Carload

—CONTINUED FROM PAGE 144—

launch early Spring sales, and a strict control of inventory was exercised to take care of a 30 to 60 day demand, thereafter.

Second, use of proper advertising medium. Since Furchgott's had found the half-page display ad in local newspapers to be the best drawing medium in its earlier "trial run", the store stuck to that method of advertising, but Herring points out that if either radio, television, direct mail or some other medium had proved better, he would immediately have switched to any of these methods.

Third, proper display of fans to catch the shopping traffic. Herring set up his displays close to elevator doors, near the cashier's payment windows and in prominent areas of the housewares section. Most of the store's shoppers were therefore exposed at one time or another to the eye-catching

The only thing more irritating than a salesman who talks all the time is a salesman who never says a word!

and appealing displays of window fans.

Fourth, correct salesmanship. Conservative selling and the avoidance of overselling made for satisfied customers, extra sales and reduced service calls.

Fifth, attractive buying terms. Arranged so easily that almost any customer could meet them, Furchgott's terms were a big factor in spurring the sale of fans and adding new accounts to the books.

Campaign Clicks Quickly

With the campaign rolling in high gear, Furchgott's sold window fans at a pace rarely heard of in Jacksonville. At the end of April, the first carload was sold and a second one ordered. By this time, hot weather was just around the corner and demand was mounting steadily.

"One Sunday ad in May sold out the second carload in three days," says Herring, "and we found that we were opening new accounts by the hundred which the store had never reached before. Checking up on results, we found that Furchgott's was compiling a higher volume in the sale of window fans in one season than we had in the past four or five years together."

Fans, which have always been included in the housewares section of the store's appliance department, account for approximately 60 percent of housewares sales.

Herring sees unlimited possibilities in the future for the sale of 20-inch window fans in the Jacksonville area, if his sources of supply remain constant. He was plagued by shortages for much of the 1953 season.

End



Why the Banks Company advertises in the 'yellow pages'

The Banks Company of New Orleans is out to get sales. So naturally they advertise in the 'yellow pages' of the telephone directory... where 9 out of 10 shoppers look before they buy.

Among the classifications under which the Banks Company runs display ads and bold type listings are: Air Conditioning Equipment & Supplies, Heating Apparatus—Retail, Furnaces—Retail, and Washing Machines. And Trade Mark Service listings help the Banks Company cash in on national advertising done by the brands they carry.

Your telephone directory representative will be glad to help you plan an appropriate classified advertising program.



Get in touch with the telephone directory representative at your local telephone business office..

Air Conditioning Equipment & Supplies—(Cont'd)

BANKS CO THE
7204 Washngtn Av-----GAlvz-7888
(See Advertisement This Page)

"You Don't Have To Do This..."
Just Call **GAlvz 7888**
Your Room Comfort with **PHILCO**
Air-Conditioning & Heating Specialists
THE Banks CO.
7204 WASHINGTON AVE. GA 7888

Washing Machines—(Cont'd)

BANKS CO THE
7204 Washngtn Av-----GAlvz-7888

Heating Apparatus—Retail—(Cont'd)

BANKS CO THE
7200 Washngtn Av-----GAlvz-7888
(See Advertisement This Page)

Heating Apparatus—Retail—

HEATING MAGIC
Coleman
THE BLEND-AIR
Even Comfort Healthful Circulating Warmth
For Homes OLD & NEW
The Wall Heater Takes No Living Space Fits Any Home New or Old
GAlvz 7888
The Floor Furnace—Low Cost Heating Comfort—Warm Floors—No Sweating
THE Banks CO.
7200 WASHINGTON AVE. GA 7888

Telechron Values

ELECTRIC CLOCK

A new low-price wall clock



new SWIRL

only \$398
plus tax

CHERRY RED • NAUTICAL BLUE
JONQUIL YELLOW • CHARCOAL GREY

Special twin-value offer



SWIRL and DORM

merchandising kit contains this colorful display!

Kit includes: display (that holds all colors of Swirl and both Dorms), streamer, ad reprint, display suggestions.

FREE when you buy—
24 Swirl (6 each of 4 colors)
12 Dorm (6 plain and 6 luminous)

6-clock display card



DORM 6-alarm pack

all ready to set up and sell!

Total retail value \$26.88

Your cost complete with display . . 17.99

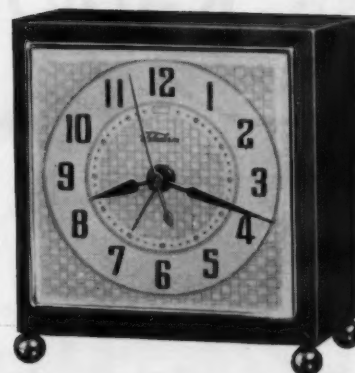
Your profit \$ 8.89

bring you more in '54

GRACEWOOD
WAS \$998
plus tax

NOW only \$798
plus tax

(blond, maple, mahogany finish)



Price reduction

FREE



colorful counter display card, 10" x 10",
 free when you buy

\$998
retail plus tax

3 ILLUMINETTES each

Television

Ten million Television Viewers

as Dave Garroway Tells Viewers about Telechron electric clock Top Values
 on TV's Terrific Vehicle "TODAY!" Tuesday, Wednesday and Thursday mornings
 beginning March 2 on 48 NBC-TV stations plus local TV announcements
 in Seattle, San Francisco, Los Angeles, Salt Lake City, Denver!



Other Telechron clock ad Vantages: Top Visibility in Top Vehicles: Life, Saturday Evening Post, full pages, 4 colors! Also FREE tie-in ad mats with copy!

A 3-FOOT DISPLAY AREA CAN SET YOU UP IN A MONEY-MAKING MOTOROLA CAR RADIO BUSINESS!

do what so many others are doing—
get that **EXTRA INCOME** by selling

Motorola CAR RADIOS

- TOP DISCOUNTS!
- EASY INSTALLATION!
- NO TRADE-IN DEALS!
- EXCELLENT PRICE STRUCTURE!

This year many new cars will be sold without radios to hold down list prices. Customers will be looking to you for their radio buys. The name they know best is Motorola! If you've overlooked this steady and profitable market, now's the time to get in it! So set yourself up. Sell Motorola Car Radios right off the display. No special equipment needed. For full details, see your local Motorola distributor at once.



Better See
NOW ONLY
39⁹⁵ *
* AERIAL AND
INSTALLATION EXTRA
Motorola
car radios
for the best tone on the road



STANDOUT BUYS
in **VALUE** and
PERFORMANCE

The name Motorola... **PLUS...**
TRAFFIC BUILDING PRICES LIKE THIS
brings in customers!

Lowest price ever! Motorola Price Leader Car Radio. Powerful! Rugged! Dependable! Manually tuned receiver with five tubes, rectifier and seven tuned selective circuits. Superheterodyne receiver for razor-sharp selectivity. Automatic volume control. Heavy-duty vibrator power supply for low battery drain. Rich, superior tone.

Better See **Motorola car radios** for **EXTRA** profits!



Dehumidifiers

CONTINUED FROM PAGE 99

from a four percent increase to a 25 percent hike. However, if next summer should see another drouth, this increase might not be realized.

No revolutionary changes in prices are forecast for 1954, either at manufacturer or dealer levels. One firm which suffered a 15 percent decrease in sales during 1952 predicted the 1954 picture would prove "rough on prices." The firm cited competition from new manufacturers and unloading of lines by firms pulling out of the business as clouding the price picture.

Scattered attempts in 1953 to diversify product lines by combining de-

Sales of Dehumidifiers by Regions in 1952

(Based on sales reports from eight manufacturers)

Region	Percent of sales
New England	2.88
Middle Atlantic	18.05
East North Central	45.77
West North Central	16.66
South Atlantic	12.04
East South Central	1.49
West North Central	1.45
Mountain37
Pacific	1.29
Total United States	100.00

humidifiers and humidifiers, or dehumidifiers and heating units, are not likely to set an industry precedent. That is the consensus of most manufacturers queried on this subject. They believe such efforts have proved impractical. One said the attempts were "a flop." However, another manufacturer said there was a trend toward more modern, compact product design and automatic controls.

The long term outlook appears favorable to the dehumidifier industry. Only about 300,000 units are believed now in use, which is a saturation of less than one percent. (However, regional limitations must be taken into consideration.) The industry has not progressed as rapidly as originally hoped, but it has so far never suffered a serious setback. Prospects are for a gradual, but steady increase—a continuing "good little business." End

TRADE-IN HEADACHE

It hurts.

With more and more appliances—and even TV—reaching high saturation percentages, more and more dealers are wondering what to do with the trade-ins they have to accept—two refrigerators for every four new ones, for example, one TV set for every eight new ones. It's a headache.

How big it is and how important it is and what's being done about it are the subject of another of Electrical Merchandising's thorough analyses of industry problems. Look for Special Report on Trade-Ins in the March

Electrical Merchandising

NOW!

IN 1954 . . . THERE'S **GOLD TRIM**
AND STILL 40% TO 45% PROFIT IN

WOMAN'S FRIEND Washers

- **A COMPLETE LINE** of wringer washers, led by the beautiful, color-smart Regent — today's finest semi-automatic wringer washer.
- **EXCLUSIVE FEATURES** — four of 'em — to get you a bigger share of your wringer washer market.
- **LONGER DEALER MARGIN** — permits attractive tie-in promotions to build **both** volume and profit.
- **A DEPENDABLE LINE** — backed by 53 years experience building really good washers — confirmed by the manufacturer's warranty on the transmission.

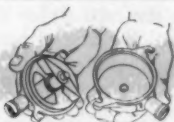
New, Exclusive Features Every Wringer Washer Customer Will Want



Convenient control panel — Both Regent and Giant Models have this clearly marked, conveniently located control panel for no-scoop operation. Accurately times washing cycle, shuts off washer.



"Motor-minder" protection — Shuts off motor instantly if wringer or agitator jams, or circuit becomes overloaded. Prevents expensive motor repair or replacement. Standard on Regent and Giant models.



New, "easy-to-clean" pump — Owner can clean this drain pump in a matter of minutes — the answer to today's "number one" service headache. Comes on all models — means more sales!



New, water-protected transmission — Sealed in oil with specially designed water protection feature. Cast iron housing, cast iron and steel cut gears guaranteed for 5 years. (All models.)

BE SURE TO GET YOUR SHARE OF THE WRINGER WASHER BUSINESS IN '54 . . . SEND FOR FRANCHISE INFORMATION NOW!



GIANT



DELUXE



STANDARD



UTILITY



The REGENT

Woman's Friend
WASHERS

PRODUCT OF
CENTRAL RUBBER & STEEL CORPORATION, FINDLAY, OHIO
MAKING GOOD WASHERS FOR OVER FIFTY YEARS

Quicfrēz
REFRIGERATORS

here's the exclusive sales feature



**you can
turn into
dollars!**



Imperial H74J
illustrated,
7.4 cu. ft.

Quicfrēz®

refrigerators—awarded the
FASHION ACADEMY GOLD MEDAL
for superior styling and design

- all wanted features
- short, active line
- most popular sizes
- record-breaking promotion

Write for complete information on Quicfrēz Fashion Award
refrigerators, 7.4 to 9.6 cu. ft., and six Quicfrēz
More-for-Your-Dollar freezers, 4.2 to 20 cu. ft.

Quicfrēz, Inc.

manufacturers of fine refrigeration equipment for almost 50 years
Fond du Lac, Wisconsin

Progress Report On the Heat Pump

CONTINUED FROM PAGE 103

installations, shows an electric rate of 2 cents per kw.-hr., compared with automatic heating equipment burning fuel oil at 14 cents per gallon. Figures for one school showed the heat pump heating for slightly more than 2 cents per square foot for the season.

ITS PUBLIC ACCEPTANCE

The heat pump boosters claim that it provides the best and most completely satisfactory living conditions available today. They argue that it has all the advantages of electric heating, all the advantages of the room air-conditioner and a whole set of values not available in either of the others.

"The public generally is enthusiastically receptive to the heat pump idea," declares Dr. Brundage. "People today are buying heat pumps having little idea of what they are or how they operate. In their minds, they have them tabbed as the ultimate in home comfort, and that is what they want. The degree, of course, of customer acceptance and desire for heat pumps will obviously multiply many times as the years go by, but as of today there is substantially greater interest and desire on the part of the public for heat pumps than can be served by all manufacturers currently in business."

Carl W. Millsom, general sales manager of Acme Industries, Inc., declares: "From our experience in Florida, it is apparent that a high proportion of all buildings requiring air-conditioning will eventually use their refrigeration capacity for winter heating, and buildings like schools, which only require partial air-conditioning, may be handled in the same manner. This opens a market that is unlimited."

In a 1952 survey of 125 heat pump users in the Southeast, the Southern Research Institute found that more than 90 percent of these users were entirely satisfied with their units and that 85 percent of them, when asked whether they would buy another heat pump if they were selecting a system again, answered "yes" without reservation. The customer poll also indicated a generally favorable reaction to comfort conditions and operational costs. A total of 58 percent of these users declared they were getting by cheaper with heat pump operation than with other types of systems.

Heat Pumps in New and Old Homes

While the new home is an ideal target for the heat pump salesman because it can be designed for heat pump application, sales have by no means been confined to new structures. In the Southeast, the division is about even between old and new homes. In Chattanooga, for example, 58 percent of the installations are in old homes and 42 percent in new ones. In Georgia, the figures are 67 and 33; in Virginia 57 and 43; in Florida 61 and 39, and in West Virginia 70 and 30.

The size and type of homes in which heat pumps are installed in the Southeast vary from an old colonial mansion over 100 years old in Vir-

ginia, to a small four-room frame house in Florida. In general, a small six-room house that is properly insulated can be handled by a 3 hp unit heat pump, and a medium-size seven to eight room house can be handled by a 5 hp heat pump.

Commercial installations have heretofore led the field in heat pump sales. In Pinellas County (St. Petersburg), Fla., six new grammar schools have been equipped with Acme Flow Temp heat pumps and the county school board has announced that four high schools in the county will be similarly equipped. The type used is the 7½ hp unit which extracts heat from well water.

"The school board had some hesitation at first in adopting the heat pump," says A. Franklin Green, chairman, "and we had opponents who insisted, in good faith, that they would cost too much to install, that operating costs would be way out of reason and that the available water supply might fail. In practice, the opposite proved to be true."

HOW IT IS BEING SOLD

The three types of heat pump available today are being turned out by six manufacturers and others are contemplating early entry into the field. At least a dozen major utilities in the Southeast are pushing the heat pump as a year-round all electric air conditioner through consistent promotions, advertising, and research investment.

As was pointed out earlier, the sale of heat pumps has not yet reached—and perhaps never will—the over-the-counter stage. It is being handled by special representatives, manufacturers' branch offices and utility agencies. For example, the Chattanooga Electric Power Board has represented Marv-Air since 1946; General Electric has established several branch offices for the specific purpose of marketing its new "Weathertron", and W. W. McMillan & Co., has represented Comfortaire for some time in Jacksonville, Fla. None of these firms or individuals are retail appliance dealers but are acting in the capacity of distribution agents until the sale of heat pumps is taken over by individual firms.

The Southern Research Institute has concluded that "good service facilities must be provided for each heat pump in order to have a satisfactory installation. Lower installation costs, including cost of unit, will be required before the heat pump will take its place as a conventional heating and cooling plant."

That time is not far off, declare the leading manufacturers, scientists and trade observers. "The heat pump is here to stay," they declare. It has been predicted that within the next three years, this non-combustible unit will dent the air-conditioning market.

Experiments are reported already under way toward adapting it to water heating, dishwashing, freezing and even cooking. It is destined for an important role in the appliance industry.

End

Westinghouse Pays Five Grand

HONORS AIR-INJECTOR RING INVENTOR — ENGINEER KOCH ENTERS HALL OF FAME REVOLUTIONIZES COOLING WITH FANS

Gustav H. Koch, 53-year-old inventor, got a cool \$5,000 for figuring out a better fan to help other folks keep cool.

In a surprise ceremony, he received a check for \$5,000 from J. M. McKibbin, Vice President in charge of Consumer Products. At the ceremony were several hundred fellow-employees of Mr. Koch, in addition to Company officials from Headquarters.

Holder of 29 patents, Mr. Koch is Manager of Westinghouse Fan Engineering. His "outstanding invention" award stemmed from a discovery he made in 1945.

He found that if air coming into an electric fan from the side could be in some way directed forward, the air output of the fan would be enormously increased. So he invented a series of "air-injector rings"—curved rings of metal which guide air into the main air stream.

USED ON MOBILAIRE FAN

The Company applied his invention to the *Mobilaire* Fan, first sold in June, 1947, and introduced nationally in 1948. So far some \$15 million worth of these fans has been sold.

"The electric fan is a very old appliance—in fact the first electric appliance ever sold by Westinghouse," Mr. McKibbin said. "Yet, through the thought and ingenuity of an inventor, we are able to make a better fan and increase the fan business materially."

"In the past few years our fan business has doubled and we expect it to continue to grow. Fans incorporating Mr. Koch's invention represent a large share of our total fan sales volume. This achievement serves once more to underscore the importance of invention in industry. Westinghouse was founded on inventions and has grown because of the continuous flow of inventions from our Engineering and Research Departments."

\$15 MILLION IDEA

Also present for the award to Mr. Koch was John H. Ashbaugh, Vice President in charge of the Appliance Division.

Mr. Koch, known as "Gus" to his friends, is a native of Hanover, Germany, and came with his parents to the United States at the age of three.

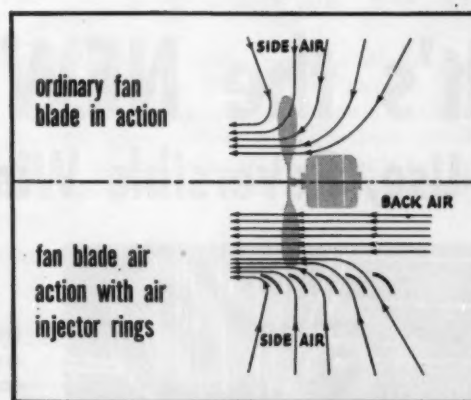
Gus attended Rensselaer Polytechnic Institute, was graduated in 1923, and joined the Company at East Pittsburgh that year.

He came to East Springfield in 1933 and in 1939 was appointed Manager of Fan Engineering.

To date his "air-injector rings" have been applied to six of the Westinghouse Fans: The *Mobilaire*, the *Riviera*, the *Big Twin*, the two *Debonaires* and the new, exciting *Riviera* "15". This latter is a 10-inch fan that's destined to change the fan business as radically as the *Mobilaire* when it was announced.



Gustav H. Koch (left) happily displays \$5,000 check received from J. M. McKibbin, Vice President in charge of Consumer Products, as an "outstanding invention" award. *Mobilaire* Fan (shown above) features Mr. Koch's invention, air-injector rings that greatly increase its output.



AIR-INJECTOR RINGS STOP AIR THEFT; ADD AMAZING COOLING CAPACITY

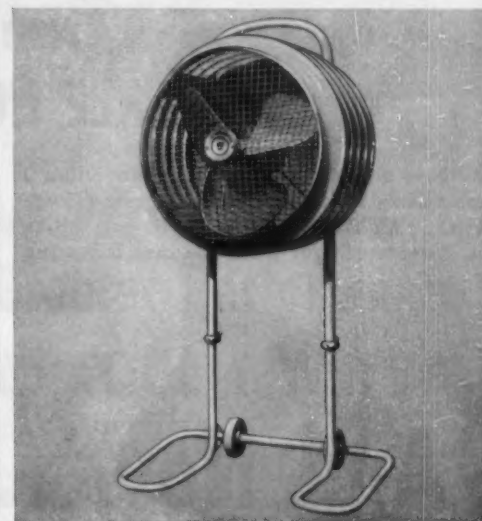
The operation of a Westinghouse Patented Air-Injector Ring Assembly (Pat. No. 2,628,020) is illustrated (above). In an ordinary fan, most of the air sweeps in from the sides, choking off air approaching from behind (top of diagram). With Westinghouse Air-Injector Rings the air sweep is deflected. Thus, the rear of the fan is unobstructed for additional air to flow into blades from behind (bottom of diagram).

KOCH'S MILLION-DOLLAR IDEA PROMISES MOST PROFITABLE FUTURE FOR ALL WESTINGHOUSE FAN DEALERS

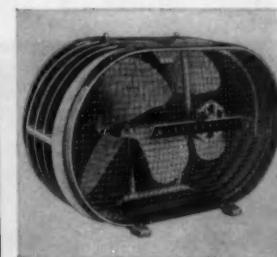
When the *Mobilaire* came on the market in 1947, it was a daring venture for a few far-sighted dealers. Like all things radically different, this new cooling appliance had to be subjected to market testing before it could be acclaimed as a sure thing.

St. Louis was the selected market. There the astounding acceptance proved that America's consumers were ready for the most FANTASTIC fan idea of the century.

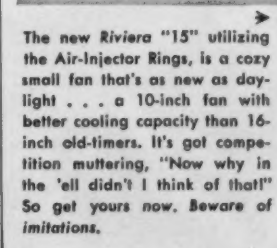
From this beginning, the air-injector rings invention proved a gold mine. Dealers clamored for *Mobilaire*s . . . a complete sellout every year since its introduction. You better get in the '54 parade now. Or soon it may be too late.



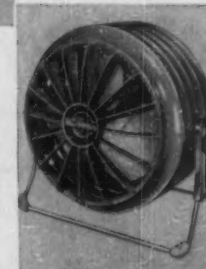
The new improved *Mobilaire* 16MA4 has a 25% greater performance.



Latest sensation is this *Big Twin*, Model C-6000, a multi-use, reversible window fan with two 16 1/2-inch *Micarta* blades. Note oval Air-Injector Rings.



The new *Riviera* "15" utilizing the Air-Injector Rings, is a cozy small fan that's as new as daylight . . . a 10-inch fan with better cooling capacity than 16-inch old-timers. It's got competition muttering, "Now why in the 'ell didn't I think of that!" So get yours now. Beware of imitations.



For Further FANTASTIC Facts See Next Page

Advertisement

Westinghouse FANS with OFFER FANtastic Opportunities

The NEW *Mobilaire*[®] with 25% Greater Performance Has Biggest Selling Punch Since Fans Began

Never before a fan like this! Ask any dealer and he'll tell you it's America's best seller . . . most economical comfort-cooling system. A fan that's easy to demonstrate. Easy to sell because

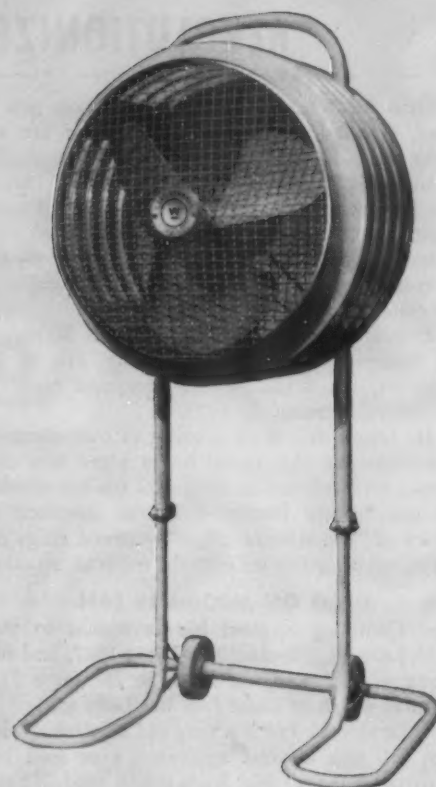
you CAN PROVE that the *Mobilaire* can change the air in 4 or 5 rooms, every TWO MINUTES . . . cool nighttime air for cool sleeping . . . air circulation for daytime comfort.

A FANtastic FAN for FREE HOME TRIAL

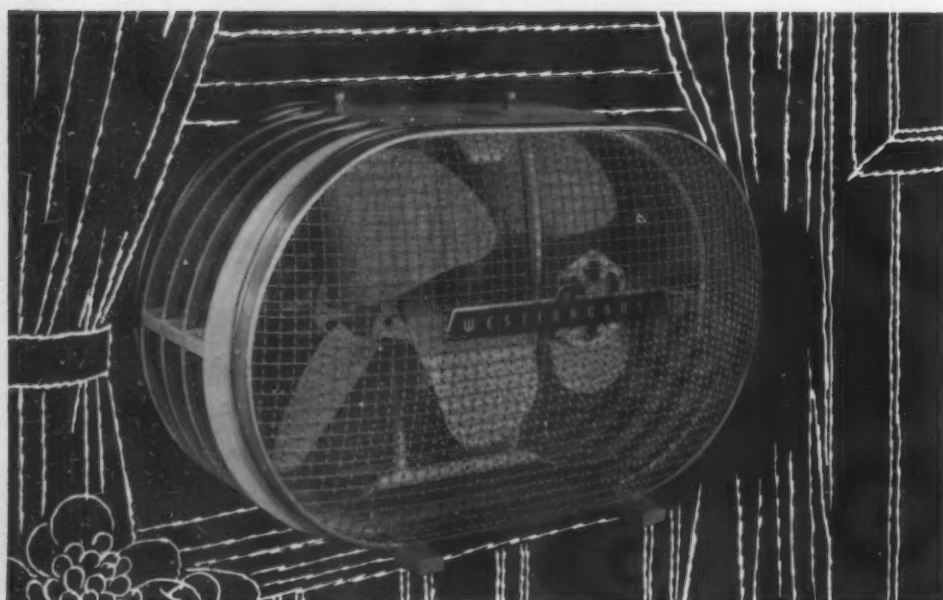
We have a barrel of evidence to prove that 9 out of every 10 *Mobilaires* placed on Free Home Trial STAY SOLD. Nothing to it! Just roll 'er in. Leave overnight when the heat is beating

down. You couldn't pry it loose with a ten-foot pole. Customers *feel* the difference. STAY SOLD. Try the Westinghouse FREE HOME TRIAL PLAN. *It's a bone!*

Model 16MA4—\$84.95



And Now...It's the NEW *Big Twin* A Multi-Use, Reversible Window Fan



Here's another Air-Injector Ring cooling appliance. And what a cooler! Will sell rings around any other fan of equal or near-equal capacity.

This mightiest breeze maker of 'em all, with two 16½-inch *Micarta* blades, is a *double-barrel* comfort-cooling unit that moves more air than the ordinary 24-inch fan. Reversible to draw cool air in or exhaust hot air out. Also an ideal floor fan or table circulator. As of present, looks like the hottest sellout in our '54 line. Better get your order in *quickly!*

Model C-6000—\$99.95

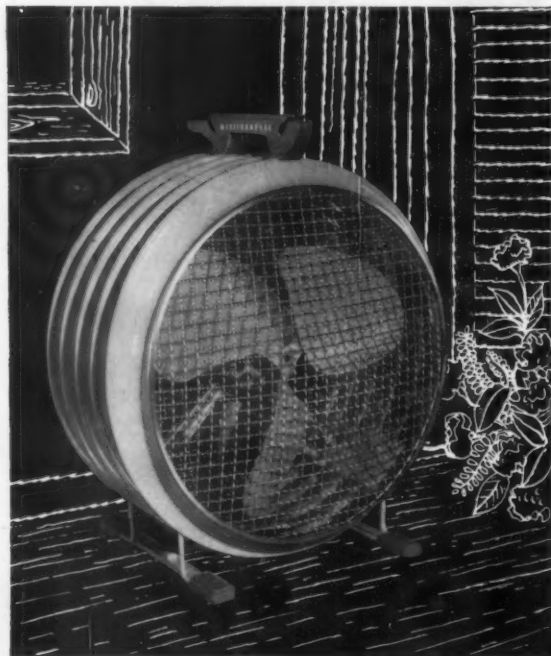
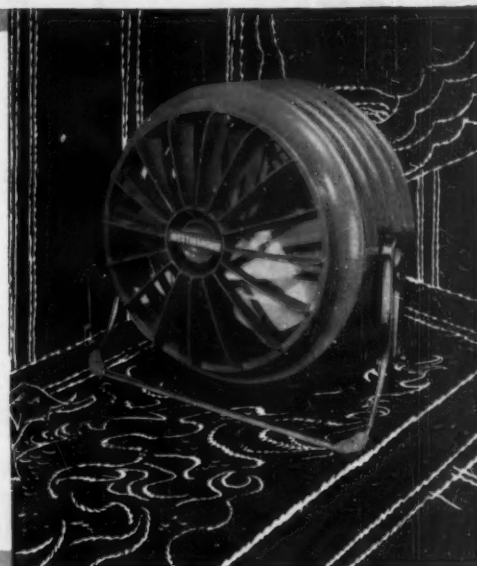
AIR-INJECTOR RINGS for MORE PROFITS in '54!

This Is REALLY FANTastic!
NEW! Westinghouse *Riviera* 15
a Fan that Makes all Competition
Look Old-Fashioned!

Here's a fan that's got competition talking to itself . . . a fan that's as different from the old-fashioned kind as a jet plane is different from a barnstorming jalopy.

The Air-Jet Vanes, combined with the Air-Injector Rings (Another Westinghouse Pat.

No. 2,628,019), *throw* cooling air like a fire hose shoots water. A sensation for 1954 . . . the 10-inch fan that will make competition dizzy . . . a FANTastic development that outmodes all other fan designs *because it's proved BETTER.*
Model R-1500—\$39.95



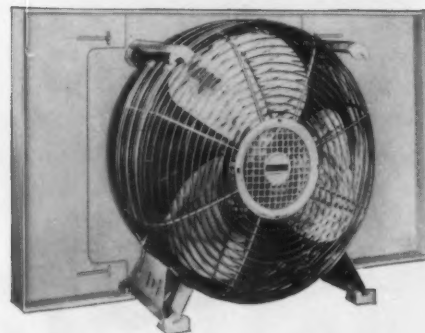
Here's the NEW *Riviera*
Improved for 25% Greater Performance
. . . Sell It To Keep COOL 4 WAYS

The *Riviera* with the patented Air-Injector Rings used on the *Mobilaire* is America's most versatile home cooling unit because as a window fan it's *so easily* reversible to draw cool air in or exhaust hot air out. As a portable fan, the big selling feature is its tremendous cooling

capacity. Or when placed on the floor with blades pointed to the ceiling, the *Riviera* throws a fountain of air that penetrates every nook and corner. A terrific fan to demonstrate and *great* for FREE HOME TRIAL.

Model 16RWF2—\$69.95

PLUS Westinghouse *De Luxe* Window Fans



Here are two Westinghouse best sellers that every smart fan-man will add to his fan line . . . the big *new* 20-inch window fan, Model 20WF, that can change the air in 2 to 4 rooms every TWO MINUTES . . . and it's reversible and portable as an air circulator.

Model 20WF—\$74.95

And the popular Model 16WF2 is a double-duty, snap-in . . . snap-out window fan with *big*, 16-inch Micarta® blades.

Model 16WF2—\$49.95

New Improved 16-inch *Debonaire**

. . . Hassock Fan



The *Debonaire** takes advantage of Air-Injector Rings to deliver more air without annoying drafts. The improved Model 16DA3 has 20% more air circulation.

An excellent selling feature is the Hostess Tray (available as an accessory) which makes this fan an ideal service table for cold drinks. When the tray is not in use, it may be stored in its compartment underneath the removable table top.

Model 16DA3—\$59.95

*Trade-Mark

For Further FANTastic Facts See Next Page

WESTINGHOUSE Offers You

**JUNIOR
DEAL**

You Buy Only 9 Westinghouse Fans

4 LIVELYAIRE (10LA4) + 1 POWERAIRE (10PA2) + 2 LIVELYAIRE (12LA3)
+ 1 DEBONAIRE (10DA2) + 1 POWERAIRE WINDOW VENTILATOR (10PWV2)

**YOU
GET**

- 1 Special retail price of \$24.95 on the \$29.95 10PWV2 Poweraire Ventilator.
- 2 Special retail price of \$29.95 on the \$34.95 10DA2 Debonaire.
- 3 FREE plastic fan cover with every 10PA2 Poweraire Fan.
- 4 FREE \$5.00 Promotion Package.
- 5 A buy now—pay later plan.

You make a profit of \$79⁵², including an extra profit of \$11⁶⁰

**ASSOCIATE
DEAL**

You Buy 23 Westinghouse Fans

4 LIVELYAIRE (10LA4) + 2 LIVELYAIRE (12LA3) + 1 STANDARD (16SD3)
+ 2 POWERAIRE (10PA2) + 1 POWERAIRE (12PA2) + 1 POWERAIRE (16PA2) + 1 DE LUXE (16WF2)
+ 1 RIVIERA (16RWF) + 2 MOBILAIRE (16MA3) + 4 DEBONAIRE (10DA2) + 4 POWERAIRE (10PWV2)

**YOU
GET**

- 1 Special retail price of \$24.95 on the \$29.95 10PWV2 Poweraire Window Ventilator.
- 2 Special retail price of \$29.95 on the \$34.95 10DA2 Debonaire.
- 3 FREE plastic fan cover with every 10PA2 Poweraire Fan.
- 4 FREE \$10.00 Promotion Package.
- 5 A buy now—pay later plan.

**PLUS THIS BRAND-NEW
Riviera 15 FOR FREE!**

Your profit is \$358⁶³, including an extra profit of \$62⁷⁷



These BIG DEALS for '54

**SENIOR
DEAL**

You Buy 36 Westinghouse Fans

8 <i>Livelyaire</i> [®] 10LA4 	+4 <i>Livelyaire</i> 12LA3 	+1 <i>Standard</i> 16SD3 
+2 <i>Poweraire</i> [®] 10PA2 	+1 <i>Poweraire</i> 12PA2 	+1 <i>Poweraire</i> 16PA2 
+1 <i>Debonaire</i> 16DA2 	+2 <i>DeLuxe</i> 16WF2 	+3 <i>Riviera</i> 16RWF 
+5 <i>Mobilaire</i> 16MA3 	+4 <i>Debonaire</i> 10DA2 	+4 <i>Poweraire</i> 10PWW2 

**YOU
GET**

- 1 Special retail price of \$24.95 on the \$29.95 10PWW2 Poweraire Window Ventilator.
- 2 Special retail price of \$29.95 on the \$34.95 10DA2 Debonaire.
- 3 FREE \$9.95 Micarta Hostess Tray for the 16DA3 Debonaire Fan.
- 4 FREE plastic fan cover with every 10PA2 Poweraire Fan.
- 5 FREE \$10.00 Promotion Package.
- 6 A buy now—pay later plan.

**PLUS BIG, NEW 20-inch *DeLuxe*
WINDOW FAN FREE!**



Your profit is \$608⁰⁰, including an extra profit of \$92⁴⁴

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division... Springfield 2, Mass.



Redmond

"Customer Engineering Service"



HELPS the DEALER too!

Perhaps you've heard about Redmond's Customer Engineering Service; it's available to any manufacturer who might be up against a tough application problem involving low range power. It's a service maintained solely to help the manufacturer find a power unit for his product that will meet exact specifications.

Did you ever consider how this service benefits you, the dealer?

You receive the benefits of this service in the form of customer satisfaction and acceptance . . . determined by the long life and dependability of Redmond powered products.

And, you can count on it continuing, for in the past twenty-five years, 50 MILLION REDMOND MOTORS have assured this customer acceptance.



25th SILVER ANNIVERSARY

Redmond

COMPANY, INC.

MAIN OFFICE: OWOSSO, MICHIGAN

WESTERN AREA OFFICE: 1260 SO. BOYLE AVE., LOS ANGELES, CALIF.



They're Busting the Wiring Bottleneck

CONTINUED FROM PAGE 117

few women know how many fuses they have, nor what gage wire has been used. I point out to her that the small wire can heat up with overloads, which rots the installation and in time it rubs off. If it should touch wood, there could be a fire. We usually walk around, turning lights on and off to find out how many outlets are on each circuit with the lady of the house helping me.

"After looking the place over from a wiring standpoint, I tell the housewife the bad news. With wiring like that, I say, it takes twice as long for the refrigerator to operate, twice as long for everything, and it costs her more for electricity. Furthermore, she is likely to ruin some of her appliances and if the worst comes to worst, it can cause a fire. You would be surprised at how many places I have found where they have used telephone wire for outlets and I point out this is one of the reasons their bill runs around \$12 a month.

"What would it cost to have it fixed?" she asks. I tell her that she can have the place modernized without digging up a lot of money. "Let me send an electrician out, and he will quote you a price."

Whereupon Mrs. Dorrell proceeds to whip out a tape measure and jot down on paper the size of the room and the number of lights and takes it back to the office.

Girls Do all the Legwork

At the St. Joseph Light & Power Co., a scale drawing is made, and on it the proper number of lights and outlets are indicated. This is taken over to a contractor who goes out with her and draws up a firm bid.

Mrs. Dorrell comes back a third time with a quoted price and an FHA blank. She explains the FHA plan,

because inevitably the housewife says, "What am I going to use for money?"

Here is a no-money-down plan, she tells the owner, which can be paid off monthly. Usually the woman will go along and fill in the application under the FHA plan. With this signed by the husband and wife, Mrs. Dorrell makes another trip, this time to the Morris Plan Bank, which incidentally, has never had a wiring risk go sour.

In this respect the judgment of the lighting advisor girls comes into play. They don't ask electricians to go out and look over the house if they think the family's credit is no good. They pass judgment by the look of the house, by learning where the husband works, and by asking frankly if the family has a credit rating. If the husband doesn't have steady work, they usually drop the whole idea. A family must own its house to get an FHA loan, and when Mrs. Dorrell takes the application to the Morris Plan Bank, she sometimes is turned down because of such things as a suit against the family having been sued or excessive debt. All are points that she can't tell by interview or observation.

Should the Morris Plan Bank and the FHA loan fail to go through, Mrs. Dorrell or her girls call back and frankly tell the housewife that for some reason the credit didn't pass. She asks the housewife if there is a credit union where her husband works, which might advance the money. Sometimes the family has sources of loans unknown to outsiders, and as a result quite a few of the turndowns materialize into orders. Some times even the electricians will gamble.

The women make wiring calls from
(Continued on page 171)





***"Nationals* save us \$82,000 a year...
repay their cost every 11 months!"**

—ZENITH RADIO CORPORATION, CHICAGO

"Our 18 National Accounting and Payroll Machines save us \$82,000 a year. This means they repay their cost every 11 months.

"In addition to these very important savings, we like the ease of operation with which National Machines handle our Payroll, Sales Distribution, Vouchers Payable, Writing Checks, Earnings Record

and Social Security Reports, Pre-Payroll of Accrual Cards, Account Distribution and General Ledger.

"So you can see that we have every reason to be well pleased with our National System."

Skaplan

Vice-President and Treasurer

No matter what the size or type of *your* business, National Machines soon pay for themselves, then continue to return a handsome *profit*. Nationals do up to $\frac{2}{3}$ of the work *automatically*. (Operators are happier, too, because they accomplish their work more easily.) Your nearby National representative will gladly show how much *you* can save with National Machines.



THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

Why the *Servel* dealer



No messy ice trays! Only SERVEL refrigerators make ice "cubes" without using trays...and puts 'em in a basket *AUTOMATICALLY*—and give your customers a choice of *GAS* or *ELECTRIC* models!

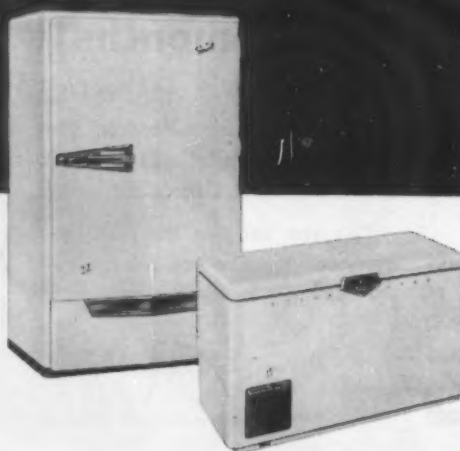
ONLY SERVEL DEALERS HAVE THESE TWO GREAT SELLING ADVANTAGES PLUS:

- Separate freezer compartment — holds up to 80 pounds!
- Automatic defrost — completely carefree!
- Adjustable shelves — effortlessly changed!
- Butter keeper — full pound at right temperature!
- Door shelves — roomy, wide, convenient!
- Trip-saver handle — opens at a nudge!
- Longest warranty — up to ten full years on freezing system!
- 3 appliances in 1 — refrigerator, freezer, ice-maker!



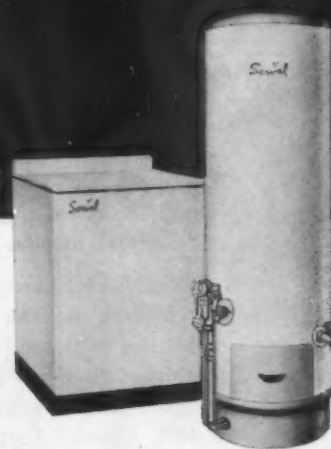
Electric Wonderbar

A great new untapped market available only to Servel dealers!



Electric Freezers

Both upright and chest type. Only Servel dealers can offer "Cold-Seal" construction!



Gas or Electric *automatic* Water Heaters

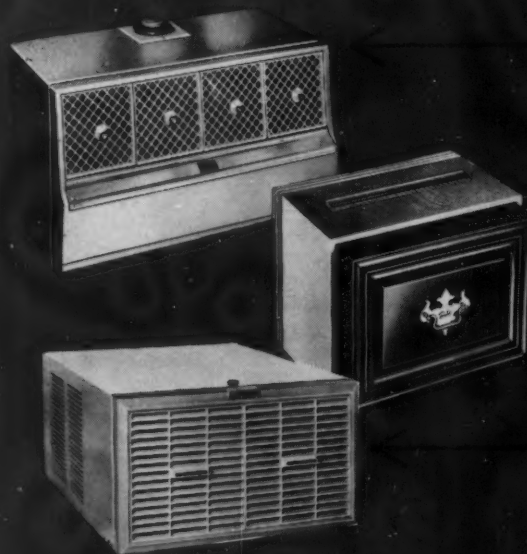
with every deluxe feature backed by the biggest name on a water heater!

is different!

The Servel dealer alone can offer his customers the only complete range of home refrigeration products. From a single source of supply the Servel dealer receives a short, specialized, related line with the greatest array of product advantages ever offered the consuming public!

And the unique position of the Servel dealer grows more impressive every day. For as Headquarters for Servel he increases traffic and sales for every other appliance in his store. As a Servel dealer, he alone has the most exciting new products, the most dramatic national advertising, and the most powerful local promotional activity in the history of appliances!

Servel the one quiet Air Conditioner
—amazingly low priced!



Servel

The name to watch for great advances in
REFRIGERATION and AIR CONDITIONING

3/4 h.p. and 1 h.p. models. Most beautiful room conditioners ever built! Also available in units that heat as well as cool.

1/3 h.p. and 1/2 h.p. units fit case-
ment windows! No remodeling!
No installation extras! No dials!
Automatic drawer-pull control!

New 3/4 H. P. Servel Lists
at only \$299⁹⁵
WITH FULL MARK-UP!

Only Servel dealers have these
great selling advantages — plus
the pricing that moves merchan-
dise!

MAIL TODAY: Send for full information about the
great new Servel promotional plans for
1954:

NAME _____

ADDRESS _____

CITY _____ STATE _____

Servel Inc., Dept. EM2, Evansville 20, Indiana

In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

To increase your clock sales

DISPLAY 'EM BIG! SELL 'EM FAST!

with **SETH THOMAS**
STOP 'N SHOP

CLOCK MART

THE STOP 'N SHOP CLOCK MART is your complete clock department on display. Its modern, wrought iron and textured wood construction gives you a sturdy, permanent display without waste space. In two square feet you display up to 18 popularly priced, handsomely designed Seth Thomas® Clocks.



USE THE CLOCK MART to set up this exciting array of Seth Thomas clocks in a high-traffic spot. It's the best traffic-stopper ever designed — gives your customers easy inspection for quick selection. It's like adding an extra salesman to your staff—for extra self-service sales.

Remember, the Clock Mart is completely self-liquidating. Ask your Seth Thomas distributor's salesman for full details or write to:

Get the **CLOCK MART**

FREE
of extra cost

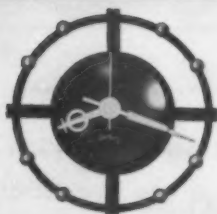
Here's How: You purchase \$75 (your cost) worth of Seth Thomas clocks—the models you prefer—from your regular distributor. This entitles you to purchase a Seth Thomas Clock Mart deal for \$24.95. Included are 3 Prestige-E decorative wall clocks (your choice of color) which you sell for \$26.85. Thus, you own the Clock Mart free and clear!

SETH THOMAS

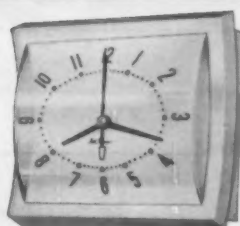
Thomaston, Conn., Division General Time Corp.

†Plus Tax.
Prices subject
to change
without notice.
*Reg. U. S.
Pat. Off.

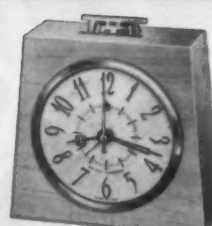
Here are 4 new Seth Thomas Electric Clocks your trade will go for



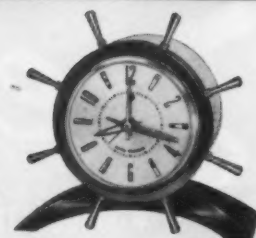
The Silhouette—Recently introduced and already a run-away best seller at only \$14.95*.



The Breeze—Dramatic new kitchen design in modern pastel colors. Competitively priced at \$6.95*.



The Cathay—Smart contemporary alarm in mahogany or blond finish. \$8.95*; Luminous \$9.95*.



The Rudder—Decorative bell alarm with a nautical air. Ideal for study, playroom, boy's room. \$10.95*.

SENSATIONAL VALUE

Promotion

Perfect 36 Magic Chef

GAS RANGE LINE



today's most *SENSATIONAL VALUE*

designed for today's *MODERN* market!



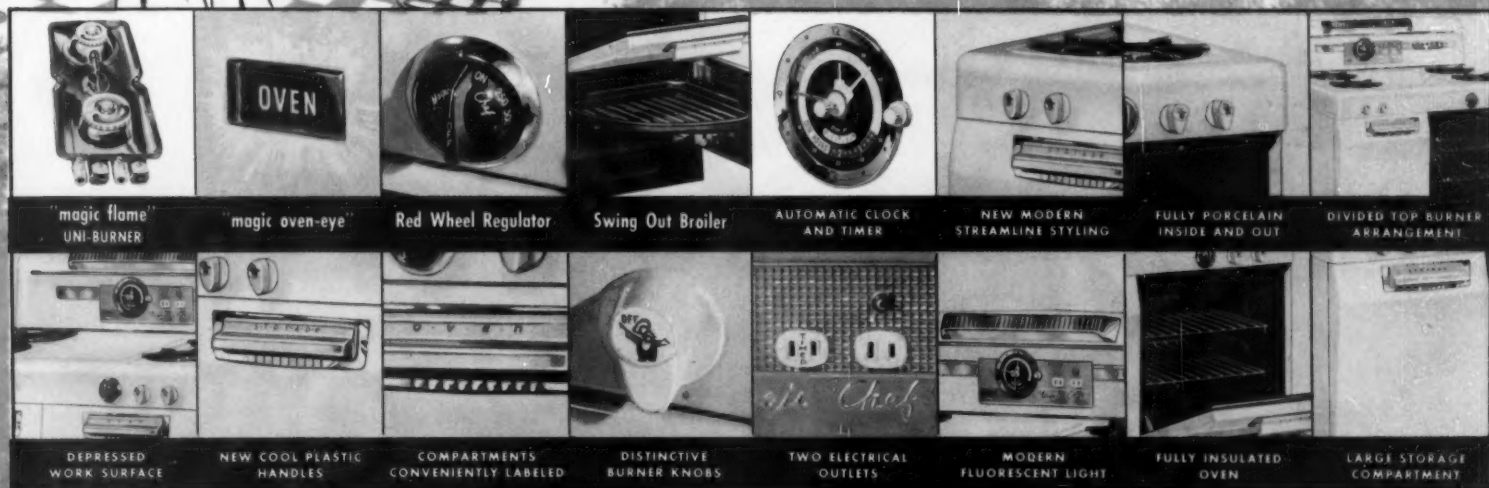
Feature for feature...it's the modern gas range sensation designed with **SALES APPEAL!** The *Magic Chef* Perfect 36 gas range offers an array of sure-fire sales-making features **PLUS** beauty of design ordinarily found only on much higher-priced ranges. The Perfect 36 typifies today's trend toward gracious

living...a masterpiece of efficiency...distinctive styling...the only truly modern range for the modern kitchen. Display this **SENSATIONAL VALUE** for more sales...see your *Magic Chef* representative for all the profit-making details today!

MAGIC CHEF, INC., ST. LOUIS 10, MISSOURI

MODERN KITCHEN STYLING • MODERN COOKING FEATURES • MODERN COOKING PERFORMANCE

all the sales magic of these modern *Magic Chef* features!



more women cook on *Magic Chef* than on any other range

Join the
THOUSANDS
of Dealers who are making
FASTER SALES
AND GREATER
PROFITS!



with
America's Fastest Selling Heater Line

Magic Chef
GAS and OIL HEATERS

Look at all of these
SALES MAKING FEATURES

GAS CONSOLE:

Color Harmony • TV Styling •
 Heated Air Circulation • Fan
 Flame Burner • Flame Control
 with All Gases • Three Pass
 Heat Exchange.

RADIANT HEARTH GAS:

TV Styling • Heated Air Circula-
 tion • Fan Flame Burner • Golden
 Glow Radiants • Heat Resistant
 Glass • Flame Control with all
 Gases.

OIL CONSOLE:

Color Harmony • TV Styling •
 Heated Air Circulation • Air Seal
 Construction • Rocket Flame
 Action • Double Barrel Combustion
 • Flame Control Plates •
 Electric Seam Weld • Silent Oper-
 ation • Pilot Ring Fire.

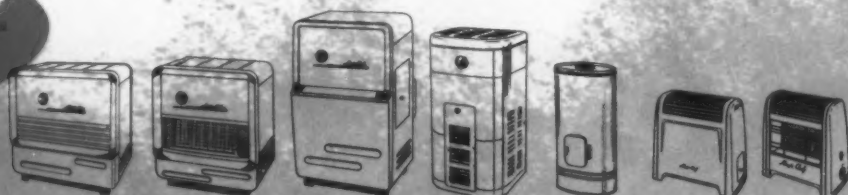
Get lined up now with the line on the top!

You're looking at America's hottest line
 of home heaters! *Magic Chef* gas and oil
 home heaters are smartly styled to
 catch your customer's eye . . . and
 soundly engineered to provide maxi-
 mum comfort, at the lowest possible

operating cost with service-free opera-
 tion. Set your sights on the biggest sales
 year in your history . . . shoot for your
 biggest profits yet with *Magic Chef*!

Magic Chef, Inc., St. Louis 10, Missouri

See the full line of *Magic Chef* gas and oil home heaters!



**NO OTHER
ELECTRIC RANGE
HAS ALL
THESE FEATURES**



Magic Chef

ELECTRIC RANGE

ELECTRA-MAGIC COOKING

Feature Promotion

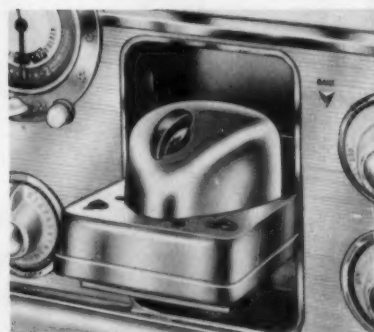
Magic Chef . . . the first name in gas ranges . . . proudly presents a new line of Ultra-Modern electric ranges to help you close EVERY SALE! More of your customers associate Magic Chef with top cooking performance, automatic efficiency and range styling . . . that's why you'll be getting calls for Magic Chef electric ranges. You'll be selling big

sales-making features that are available only on *Magic Chef*. The revolutionary Food Conditioner is just one of the many exclusive *Magic Chef* features that turns range prospects into range sales more rapidly. See your *Magic Chef* Representative for the complete *Magic Chef* Electric Range Sales Story!

MAGIC CHEF, INC., ST. LOUIS 10, MISSOURI



The Exclusive Fabulous
Food Conditioner
turns LOOKERS to BUYERS



Thaws

frozen meats three times faster than room temperature! Dries wet mittens, many other uses.



Cools

too hot dishes for easier faster serving! Speeds many other kitchen tasks.



7 SPEED SURFACE UNIT CONTROL



SIXTY MINUTE TIMER



FLUORESCENT BACK PANEL LIGHT



CONVENIENCE OUTLETS



AUTOMATIC CLOCK CONTROL



MAGIC BROILER EYE



SELECTOR SWITCH



MAGIC OVEN EYE



RED WHEEL OVEN HEAT REGULATOR



WARMER SWITCH

more women cook on *Magic Chef* than on any other range

these features will sell *Magic Chef* ROOM AIR CONDITIONERS



Magic Chef
designed for
modern
living

the exclusive, amazing new *Magic Filter*

easy to change... easy to see when to change

Another "magic" SALES-MAKER... the amazing new Magic Filter has customer appeal that gives *Magic Chef* dealers a selling edge over all other room air conditioners. It's the simplest of all filters to operate. Change it in seconds, just pull down the Magic Filter until clean portion shows, cut off dirty portion, that's all. The roll type filter has enough material for five changes.

The 1954 *Magic Chef* Room Air Conditioner is all-new in construction and design... packed with exclusive features... available in half, three-quarter and full ton models. See your *Magic Chef* representative now for the complete sales story that includes sales helps, local promotions, floor demonstrations and national advertising. See the new *Magic Chef* Room Air Conditioner now.

MAGIC CHEF, INC., ST. LOUIS 10, MISSOURI

push-button controls

It's the easiest of all Room Air Conditioners to operate. Push colored action button—set "magic-air dial" to matching color—and presto! Cool, filtered fresh air.



deeper cooling penetration

Magic Chef Room Air Conditioners cool quicker! High velocity air discharge penetrates deeper... reaches every nook and corner. Uniform cooling provides comfort anywhere in room.



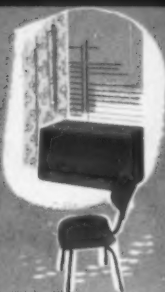
four way air control grilles

Direct the flow of air where you want it... up... down... or to the sides... your choice of any combination. Adjustable grilles keep your room uniformly cool—prevent drafts.



beautiful... modern styling

Attractively designed to fit any decor. Unit extends only nine inches from window. With average sill, unit is neatly flush with drapes... no objectionable overhang.



complete air transfer in minutes

High volume exhaust up to 350 cubic feet per minute. Changes air in average room in minutes. Tobacco smoke and musty air are driven out quickly. Forces out odors in a jiffy.



quiet operation

Gentle quiet operation is barely noticeable... helps you get more restful sound sleep. Grilles are designed for noiseless airflow. Special sound-deadening plastic cabinet eliminates most operation sounds.



two-speed cooling

Magic Chef Room Air Conditioner provides for speedy room cooling on extremely hot humid days... lower speed for night cooling or continuous temperature control. Just push Hi or Lo button... as you desire.



one-piece plastic cabinet

The beautiful *Magic Chef* cabinet is formed in one piece. Provides sturdy, lasting construction. Front air intake allows drapes to hang adjacent to sides.



Wiring Bottleneck

CONTINUED FROM PAGE 162

9 to 4:30 each day; ring doorbells of an average of 7 to 8 homes, and get into 5 of them. Morning is the best time to talk. Some of the wiring girls have cars, others drop out on their routes and make a number of calls cold turkey.

Mature Solicitors Best

The women who are successful are mature, have a keen sense of humor and curiosity. One girl formerly had a coffee route and has been doing well because she simply likes to sell and declares she is always wondering what is behind every door she meets. Each girl has a quota of merchandise and wiring jobs, and are expected to turn in 10 wiring jobs and at least 20 kitchen fixture sales a month.

The utility deals with union electricians who will guarantee their work. They have had no trouble, and pass out the jobs in rotation to electricians unless the prospect is interested in some particular one. Since the utility originates from 20 to 30 jobs a month, they are an appreciated source of business.

In addition to calling on old homes, the girls pop into any new home that is going up and offer to take the blueprints and make a free wiring layout.

To learn whether adequate wiring increases the use of electricity, the girls read meters for six months after the wiring jobs are in and have found that rewiring is responsible for an average increase of 30 percent.

Advertising Helps Them

Aiding them in their house to house calls, of course, is the use of advertising and publicity employed by the St. Joseph Light & Power Co. Personal appearances before city clubs, parent-teachers and other women's organizations, and the showing of films and the distribution of booklets help open doors to them.

The campaign has been going on for four years, and figures for a sample year are as follows:

Month	Added Wiring Installations for 1 year	Kw.-hr. Used 12 Mos. before Wiring change	Kw.-hr. Used 12 Mos. after Wiring change
January	19	18,316	28,101
February	28	55,328	73,696
March	25	25,775	33,750
April	32	41,024	51,936
May	31	50,003	56,668
June	27	29,133	44,145
July	30	40,470	49,590
August	25	50,625	61,500
September	33	51,513	59,928
October	43	84,022	97,739
November	23	35,811	45,264
December	14	21,308	30,436
Total	330	503,328	632,753

12 months' average kwhr customer before wiring change 1,525

12 months' average kwhr customer after wiring change.....

Percentage increase..... 25.7

End



He already owes \$1,850*

And he made 10,400,000 people stop, look and read

PARADE, the Sunday Picture Magazine, ran an article on how the U.S. Census Bureau forecasts the kind of world your new-born baby will grow up in.

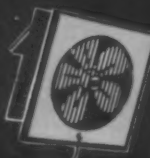
More than 8 in 10 of PARADE's 13,000,000 readers in 43 key markets stopped to read it. Articles like this, week after week, make PARADE the best read publication in print, according to independent surveys. That's why PARADE advertisers get more than twice as many readers per dollar of ad cost as they do from any of the big weekday magazines. And the impact PARADE makes on Sunday makes sales all the rest of the week.

*His share of the current national debt

PARADE... The Sunday Magazine section of 43 fine newspapers in 43 major markets... with more than 13 million constant readers.



\$251,654,500 in '52! - \$565,348,000 in '53!



A. R. A. Manufacturing Co.
Fort Worth 7, Texas

Aldrich Company
Wyoming, Illinois

Amana Refrigeration, Inc.
Amana, Iowa

American Solvent Recovery Corp.
Pur-Air Div., Columbus 3, Ohio

Anchor Post Products, Inc.
Fluid Heat Division
Baltimore 24, Md.

Armstrong Furnace Company
Columbus 12, Ohio

Baldor Electric Co.
St. Louis 10, Missouri

Barnett Machine Works
Jonesboro, Arkansas

R. W. Beckett Corp.
Elyria, Ohio

Bergstrom Manufacturing Co.
Rockford, Illinois

Bethlehem Foundry & Machine Co.
Bethlehem, Pa.

The G. C. Braidert Co.
Los Angeles 65, Cal.

The Bristol Sheet Metal Co.
Wallingford, Conn.

Broan Mfg. Co., Inc.
Milwaukee 2, Wisconsin

Carrier Corporation
Syracuse 1, N. Y.

Cavaller Air Conditioning Co.
Houston 2, Texas

Christy Products Company
Anaheim, California

Cole Manufacturing Company
Austin, Texas

W. B. Connor Engineering Corp.
Danbury, Connecticut

Dearborn Stove Company
Dallas, Texas

Doherty-Silentsaire
Baton Rouge, La.

J. R. Dry & Sons
Winters, Texas

Duo-Therm Division
Motor Wheel Corporation
Lansing 3, Mich.

Duplex Products Co.
East Detroit, Mich.

Eaton Manufacturing Co.
Cleveland 10, Ohio

Electrand Products Corporation
St. Joseph, Michigan

Electrol Burner Mfg. Co.
Rutherford, N. J.

Electromode Corporation
Rochester 3, N. Y.

Fairchild Industries
Burlington, Vt.

Fasco Industries, Inc.
Rochester 2, N. Y.

Fraser & Johnston Co.
San Francisco 3, Cal.

Friedrich Refrigerators, Inc.
San Antonio 6, Texas

Frigidaire
Division of General Motors
Dayton 1, Ohio

Frigikar Corporation
Dallas 1, Texas

G & S Manufacturing Company
Phoenix, Arizona

General Electric Co.
Major Appliance Div.,
Louisville 2, Ky.

Gibson Refrigerator Co.
Greenville, Mich.

Gould Oil Burner Co.
Dorchester 25, Mass.

Havens Structural Steel
Kansas City, Missouri

Heinze Electric Co.
Lowell, Mass.

Hotpoint Company
Division of General Electric
Chicago 3, Illinois

International Harvester Co.
Chicago 1, Ill.

International Manufacturing Co.
Oklahoma City, Oklahoma

Kelvinator Division
Nash-Kelvinator Corp.,
Detroit 32, Mich.

Kisco Co.
St. Louis 4, Mo.

Kisco Boiler & Engineering Co.
St. Louis 4, Mo.

Kord Manufacturing Company
Bronx, New York

E. C. Lundt, Inc.
Little Falls, New Jersey

Malleable Iron Fittings Co.
Burner Division, Branford, Conn.

Marley Company
Kansas City, Missouri

Marlo Coil Company
St. Louis 10, Mo.

McLarty Systems
Battle Creek, Mich.

McLean Engineering Laboratories
Princeton, N. J.

Mitchell Manufacturing Co.
Chicago 14, Ill.

The Murray Co. of Texas, Inc.
Atlanta, Ga.

Nash Motors
Div. of Nash-Kelvinator Corp.,
Detroit 32, Mich.

National Engineering & Mfg. Co.
Kansas City 6, Mo.

National Gas Equipment Company
Terrell, Texas

Norman Products Co.
Columbus 12, Ohio

Novi Equipment Co.
Novi, Michigan

The Ohio Foundry & Mfg. Co.
Steubenville, Ohio

Oran Company
Columbus 7, Ohio

Park Manufacturing Co.
Atlantic City, N. J.

Peerless Sales Company
Little Rock, Arkansas

Perfect-Line Mfg. Corp.
Hicksville, N. Y.

Philco Corporation
Philadelphia, Pa.

Production Planning Company
Rochester, Michigan

**Quaker Heating Division of
Florence Stove Co.**
Chicago, Illinois

Radiant Utilities Corp.
Brooklyn 14, N. Y.

Radio Corporation of America
R.C.A. Victor Div.,
Camden 2, N. J.

Raytheon Manufacturing Company
Waltham 54, Massachusetts

Redmond Company, Inc.
Owosso, Michigan

Reif-Rexoil, Inc.
Buffalo, New York

Remington Air Conditioning
Division of Remington Corp.,
Auburn, N. Y.

Reznor Manufacturing Co.
Mercer, Pa.

Phil Rich Fan Mfg. Co., Inc.
Houston 2, Texas

The Ripley Company
Middletown, Conn.

How much more in '54

for "Comfort from Moving Air"?

Roberts Manufacturing Co.
Cleburne, Texas

Scogin Turbulator Mfg. Co.
Kansas City, Mo.

Sequoia Mfg. Corp.
San Carlos 10, Cal.

The Silent Glow Oil Burner Corp.
Hartford 6, Conn.

Simpson Screen Co.
Oakland 6, Cal.

The H. B. Smith Co.
Westfield, Mass.

Southwest Manufacturing Company
Aurora, Missouri

Standard Electric Mfg. Co.
West Berlin, N. J.

Studebaker Corporation
South Bend, Ind.

Sundstrand Engineering Co.
Rockford, Ill.

Sun-Ray Burner Mfg. Corp.
Jamaica, N. Y.

Synco Company
Detroit 26, Mich.

A. F. Thompson Manufacturing Co.
Tyler, Texas

Trade-Wind Motors, Inc.
Los Angeles 37, Cal.

Union Asbestos & Rubber Co.
Chicago, Illinois

United Electric Service Co.
Ventilating Division,
Wichita Falls, Texas

U. S. Air Conditioning Corp.
Minneapolis, Minnesota

Universal Blower
Birmingham, Michigan

Universal Electric Co.
Owosso, Michigan

Universal Major Electric
Appliance Company
Lima, Ohio

Uno Ventilator Company
Malden 48, Massachusetts

The Vent-a-Hood Company
Dallas 9, Texas

W. W. Welch Co.
Cincinnati 2, Ohio

Wright Manufacturing Co.
Phoenix, Ariz.

York Corporation
York, Pa.

John Zink Company
Tulsa 1, Okla.

MAKERS OF AIR-MOVING UNITS ARE BETTING BIG DOLLARS THAT SALES WILL CONTINUE TO SOAR IN '54! THEY'VE ORDERED MORE AIR IMPELLERS! THEY'VE SCHEDULED MAMMOTH ADVERTISING CAMPAIGNS! THE PUBLIC KNOWS AND DEMANDS THE BENEFITS OF "COMFORT FROM MOVING AIR" — AND MAKERS ARE GETTING SET TO CASH IN! DEALERS WHO BACK UP THE INDUSTRY'S BIGGEST AND GREATEST EFFORT WITH STRONG PROMOTION, HARD SELLING AND SOUND SERVICE WILL REAP THE HARVEST AS "COMFORT FROM MOVING AIR" SAILS INTO ITS BIGGEST SALES YEAR — EVER!

You'll find the buying and selling facts you need in the 1954 Edition of the famous Torrington "GOLD BOOK". Published by Torrington in cooperation with more than 120 top makers of air-moving units, its 200 illustrated pages are crammed with full information on 25 different types of units and on specific products made by these manufacturers! It's America's finest guide to "Comfort from Moving Air"! It's yours — FREE — for the asking!

THE **TORRINGTON** MANUFACTURING CO.

TORRINGTON, CONNECTICUT • VAN NUYS, CALIFORNIA • OAKVILLE, ONTARIO, CANADA

America's Leading Supplier of Fan Blades and Blower Wheels for the Air Moving Industry

SEND THIS COUPON FOR
YOUR FREE COPY TODAY!



Box 808-E, Torrington, Connecticut

Please send my FREE copy of the '54 GOLD BOOK.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



Look for this famous Vairified Gold Tag when you buy air-moving units. It tells you the "part that moves the air" is right for the job.



She's in the market for a helping hand *from you!*

THIS ONLY has to happen once to put a woman in the market for an automatic dryer. But mud-died clothes are nothing compared to the hours of back-breaking work it takes to hang them up—hours a dryer could save her every wash day. Give her a helping hand. Sell her an automatic dryer with a Lovell Drying System. Owners tell us it saves them up to 10 hours a week. Use these Lovell Drying System features. They'll give *you* a hand.

1. Thermostatic Control: (a) Dial provides for ten degrees of dryness. (b) Automatic shut-off at desired dryness.

2. Vacuum Drying System preheats air, has highest hourly drying rate, costs less to operate, reduces lint accumulation.

3. New Extra-large Infrared Element has three times more heating area, purifies clothes, dries them more gently.

4. Easy-to-unload Door is extra large, opens all the way. Gives full visibility.

5. Air-cooled Cabinet allows easy access for cleaning.

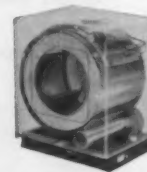
6. Easy-to-clean Lint Trap.

7. Lint Trap Safety By-pass prevents clogging if user fails to empty trap.

8. Outdoor Humidity Vent is easily connected at rear.

9. Handy Clean-out Duct to remove sand, small objects.

The Lovell Drying System is used in 15 leading makes of tumble-type dryers, both gas and electric. Lovell Manufacturing Company, Erie, Pa. Also makers of famous Lovell Pressure Cleansing Wringers.



America's newest household blessing **Lovell** Drying System

ELECTRIC and GAS

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!)

NEW PRODUCTS



ANNA A. NOONE

1954 Air Conditioning Lines



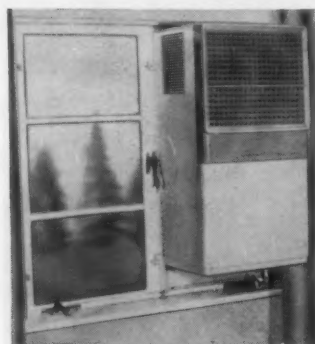
MAGIC CHEF Air Conditioners

Magic Chef, Inc.,
1641 S. Kingshighway,
St. Louis, 10, Mo.

Device: Magic Chef's 1954 line of air conditioners consists of $\frac{1}{2}$, $\frac{3}{4}$ and 1-ton models.

Selling Features: A filter that "operates like disposable paper towels" are featured—paper-thin Fiberglas filter which is visible through front air-intake louvers which can be pulled down and cut off when dirty and a clean area exposed; 5 changes in a roll which can be replaced for less than \$2.

Other features include colored push-button controls; 4-way air grilles; front air handling; 2-speed cooling; noiseless operation; modern plastic cabinet extends only a few inches into room and has neutral grey-green finish.



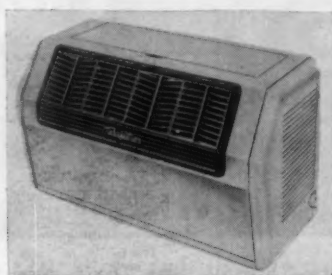
CHRYSLER AIRTEMP Conditioner

Airtemp Div.,
Chrysler Corp.,
1600 Webster Ave.,
Dayton, 1, Ohio

Model: Chrysler Airtemp designed especially for casement type windows.

Selling Features: Fully self-contained unit $\frac{1}{2}$ h.p. size, is entirely enclosed within the room; fits standard-size casement sashes; securely bolted to frame; London

Beige enamel metal cabinet is easily removable without dismantling; molded plastic air discharge grille features movable vanes for directing air flow up, down to either side; controls are hidden under plastic cover at front of unit; Thermostatic control and 2-speed fan are standard equipment.



PERFECTION Air Conditioners

Perfection Stove Co.,
7609 Platt Ave.,
Cleveland, 4, O.

Models: Perfection year 'round air conditioners for residential and commercial use.

Selling Features: Designed to be installed inside window line for easy window washing and safety; designed so that it can be moved from room to room where cooling is needed; available in $\frac{1}{2}$, $\frac{3}{4}$ and 1-ton capacities.



DEEFPREEZE Air Conditioners

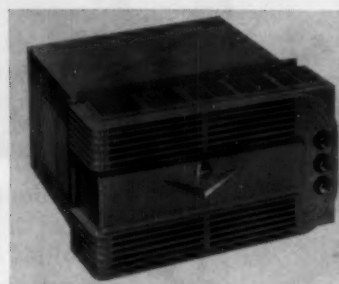
Deepfreeze Appliance Div.,
Motor Products Corp.,
North Chicago, Ill.

Models: Deepfreeze 1954 air conditioner line includes 4 Imperial and 2 Custom models.

Selling Features: Imperial models are available in $\frac{3}{4}$ and 1-h.p. sizes; DRT-76 is a $\frac{3}{4}$ h.p. model without heater; DRT-76H is a $\frac{3}{4}$ h.p. model with heater; DRT-100 is a 1-h.p. model without heater and DRT-100-H is a 1 h.p. model with heater. Custom models are DR-33, $\frac{1}{2}$ h.p., and DR-75, $\frac{3}{4}$ h.p.

Illustrated is the Imperial DRT-76, $\frac{3}{4}$ -ton model equipped with

thermostatic temperature control which separately controls fresh air intake and stale air removal in addition to basic functions of cooling and filtering air and removing moisture. No-draft air flow may be directed as desired by adjusting louvers; quiet motors behind a thick insulated bulkhead outside window; 2-speed fans; auxiliary heating element available on both sizes.



VIKING Air Conditioners

Viking Air Conditioning Div.,
The National Radiator Co.,
5601 Walworth Ave.,
Cleveland, 2, O.

Model: Viking $\frac{3}{4}$ -ton room air conditioner.

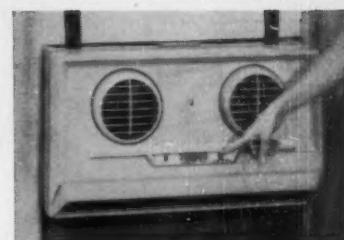
Selling Features: Will cool 500 sq. ft. living area; air flow is adjustable controlled by sectional plastic louvers; hermetically-sealed compressor, condenser and cooling coils operate in same manner as a refrigerator using Freon refrigerant; easily cleaned metal filter removes dust, soot, pollen from air; quiet centrifugal blower circulates enough filtered air to keep a 500 sq. ft. area continuously cool; brings in fresh air, exhausts hot, stale air; extends 8-in. into room; sandalwood-tan finished cabinet has polished honeycomb metal grill surrounded by plastic sculptured fluting; will fit any double-hung window from 28 to 48 in. wide.

VORNADO Air Conditioner

O. A. Sutton Corp.,
Wichita, Kansas

Model: Vornado 1-h.p. window air conditioner.

Selling Features: Push-buttons on front of unit operate electric solenoids that automatically gives operation and capacity desired; "Winter Warmer" pre-heats fresh outside air to room temperature during winter months, it also takes the



chill out of frosty fall mornings eliminating need to turn on furnace; cools ventilates, circulates, dehumidifies, filters and exhausts; combines mechanical cooling with high velocity air movement; rotating twin air circulators move 1600 cfm, sending a cool spiral up into room without drafts; circulators rotate 360 degs. at touch of finger and tilt up or down; automatic push-button Variable Cooling Control; removes up to 30 qts. moisture from air on humid days while operating at lower cooling capacities; Comfort Selector shows at a glance which button to push for desired "room weather"; sea-mist green finish with burgundy and gold trim.



CROSLLEY Air Conditioners

Avco Mfg. Corp.,
Appliance & Electronics Div.,
1329 Arlington St.,
Cincinnati, 25, O.

Models: Crosley 1954 air conditioner line includes 10 models ranging from $\frac{1}{2}$ to 1-ton capacity.

Selling Features: A Climate Timer which automatically limits hours and days of operation is featured as an integral part of 2 models and is available as an accessory on the complete line. Timer is composed of a 24-hr. timer which can be set to turn unit on and off at pre-selected times, and a second timer with 7 cams for the day of week can be set so that unit will automatically operate only on selected days.

Line includes two 1-ton units, five $\frac{3}{4}$, two $\frac{1}{2}$ and one $\frac{1}{4}$ ton models. The $\frac{3}{4}$ and 1-ton models operate on 115 or 230 volt circuits; heat reverse cycle pumps are available on two models; air circulation ranges from 750 cfm to 470.

The way LIFE sells appliances



1. The unique "LIFE Shadow Box" (left, above) was used to advantage by Judson C. Burns, Philadelphia distributor, to introduce the 1954 Crosley TV to his dealers. The TV set was placed in the "Shadow Box," and the receiver connected to a portable closed circuit. Dealers entering the showroom for the meeting were televised, and viewed themselves and their friends in the "Shadow Box."

Every issue
of LIFE
reaches 11,880,000
households in
the United States*

*From A Study of the Household Accumulative Audience of LIFE (1952), by Alfred Politz Research, Inc.



3. Another new promotion idea was developed by the Apollo Distributing Company of Newark, N. J. They took space at the annual Morris County Fair, and used colorful, eye-catching LIFE displays to help draw crowds to their Crosley Cooking School. LIFE was the only advertising medium used this way at the Fair, and reprints of LIFE ads posted near the appliances drew much favorable comment.

... sells appliance men on LIFE



2. **LIFE's local readership figures** are consistently posted at Burns' dealer meetings. (See posters in both pictures above.) Samuel Glass, president, states, "Our retailers are now more intensely aware of the local, as well as the national, impact of Crosley's advertising in LIFE. I am sure they will team up with LIFE at point of sale even more often from now on."



4. **Explaining LIFE's value**, Apollo's advertising and sales promotion manager, Harold A. Blake, says: "I rather suspect I am guilty of the good old American trait of wanting to follow a winner—and for that reason, like to tie in with LIFE magazine wherever possible. The lifeblood of our organization is sales, and LIFE as an advertising medium for Crosley products, contributes materially."

LIFE

9 Rockefeller Plaza, N. Y. 20, N. Y.

First in readership
First in circulation
First with appliance dealers



SERVEL Air Conditioners

Servel Inc.,
Evansville, Ind.

Models: 2 compact new type casement window air conditioners and 3 units for standard windows are included in Servel's 1954 line.

Selling Features: Casement window models are controlled by pulling out front panel like opening a drawer into 3 positions—1st position provides ventilation alone, bringing in filtered air; second position provides cooling and ventilation on warm days; third position provides maximum cooling for hottest days. Blond and mahogany polystyrene plastic room cabinet is only 14½ in. wide; fits 197 different types and sizes of casement windows that are too small for conventional window-type conditioners; this new cooler may also be used with standard windows.

Air is circulated by quiet, aluminum propeller-type fans through preset grilles at upper and lower edges of "drawer"; grilles are set at 45-deg. angle to prevent drafts full-width, permanent aluminum-mesh type filter removes dust, lint, soot, pollen; filter easily removed through a slot in top of cabinet. Cooler powered by hermetically sealed refrigerating unit mounted on springs and cushioned with rubber, housed outside window in steel cabinet; will remove nearly 2-pts. moisture per hr; does not require drain or plumbing connection; available in ½ and 1 h.p. sizes.

3 units for standard windows include two ½ h.p. and one 1 h.p. model available in different voltages and finishes; "reverse cycle" cooling-heating is available in a ½ and 1 h.p. model.



MAJESTIC Air Conditioners

Majestic Major Appliance Corp.,
Sub. of The Wilcox-Gay Corp.,
79 Washington St.,
Brooklyn, 1, N. Y.

Models: 4 air conditioners in Majestic line—MAC-504, MAC-753, MAC-1004 and MAC-604C.

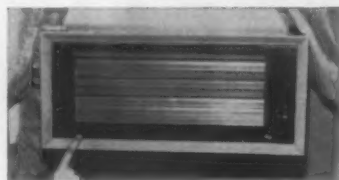
Selling Features: A 24-hr. Timeset clock timer available on ½, ¾ and 1-ton deluxe models; Timeset clock dial is mounted on an inclined panel on front; it automatically starts conditioner before user gets home, eliminating wasted operation during day—turns conditioner off during cool hours of night,

NEW PRODUCTS . . . Air Conditioners

turns it on again before waking hours for morning comfort; clock-dial calibrated in "morning", "afternoon", "evening" and "after midnight" settings; can be controlled within 15-min. intervals; MAC-504 has ½-ton capacity; MAC-754, ¾ ton; MAC-1004, 1-ton and MAC-604C, casement window type has ½ ton capacity.

In addition to automatic operation a Thermoheat automatic, built-in, heating unit and a Thermoheat, automatic thermostatic temperature control is included; 4 grills adjustable in 4 directions; iridescent 2-tone gray finish with silver "V" across front; unit extends 11½ in. into room and includes a full, insulated plenum chamber; 2 manual control knobs in addition to damper and operating instructions under top panel.

Majestic will also produce standard models in ½ and ¾ ton capacities without Thermoheat, Thermoheat and Timeset operation.



PACKARD-BELL Air Conditioners

Bellaire Room Air Conditioner Div.,
Packard-Bell Co.,
1111 Wilshire Blvd.,
Los Angeles, 17, Calif.

Model: 3 "Bellaire" room air conditioners.

Selling Features: Models include a Standard featuring a ¾ h.p. motor and 2 Deluxe models one with a ¾ h.p. motor, the other with a 1-h.p. motor. Both Deluxe models have heating units to keep room temperature at a constant at all times; all models will be available in a choice of wood finishes—blond, mahogany or maple.



FORSTON Air Conditioners

The Forston Co.,
1400 Conti St.,
Houston, 2, Texas

Device: A new Deluxe model 104-TD has been added to Forston air conditioner line.

Selling Features: Mounts flush with window—does not extend into room; 1 h.p.; hermetically sealed compressor; neutral tone cabinet;

permanent type filter accessible for cleaning without removing front cabinet; thermostatically controlled; adjustable louvers.

Seven other models in line range from ¾ through 2 h.p. window models plus two packaged air-cooled central systems in 2 and 3 h.p. models.



DEERING Air Conditioners

Deering Air Conditioning Co.,
5037 Beach St.,
Cincinnati, 12, O.

Models: Deering air conditioners for casement windows Nos. CW-66-4; CW-99-4 and CW-132-4.

Selling Features: Decorator-design in swan gray and gold No. CW-66-4 has ½ h.p. capacity, CW-99-4, ¾ h.p.; and CW-132-4, 1 h.p.; can be installed without damage to window or frame; centrifugal fans on evaporator and condenser for positive air quantity; "patent applied for apparatus between condenser fan scroll and end condenser coils for positive moisture evaporation under all conditions"; does not block out light; permits lowering of shade or blinds; fits any window opening 10½ high 14½ in. wide.



PHILCO Air Conditioners

Philco Corp.,
Philadelphia, Pa.

Models: 20 models in 1954 Philco room air conditioner line include ½, ¾, 1 and 2 h.p. models in window units; a complete line of console models which include ¾ and 1 h.p. units and a 2 h.p. water cooled model.

Selling Features: Completely adjustable window mounting permits installation of unit to fit needs of user—flexible mounting permits flush mounting inside room as a window or wall installation in any position; requires no extra support inside or outside building; controls are grouped on front of cabinet, panel is concealed by a drop cover; rotary type controls clearly identified for simple operation.

All units enclosed to provide weather protection; Deluxe models have Thermo-Cool reverse cycle valve; automatic temperature control that prevents overcooling room when outside temperature drops; "pump" out exhausts stale air and odors; an adjustable fresh air intake; automatic control also includes circulating and dehumidifying.



ADMIRAL Air Conditioners

Admiral Corp.,
3800 Cortland St.,
Chicago, 47, Ill.

Models: 1954 Admiral room air conditioner line features 13 models in ½, ¾, 1 and 1-ton sizes.

Selling Features: Some models in all sizes are dual-purpose units that can heat and cool with the adjustment of one control on the reverse cycle principle; can be installed in conventional as well as casement windows or through the wall; clear-view polystyrene side panels on both sides of unit admits additional light when installed; 18 different dial settings to provide 18 different kinds of weather; on the cooling cycle Freon refrigerant flows from compressor to evaporator thereby cooling the coil on the heating cycle the flow of refrigerant is merely reversed—no increase in use of electricity.

A new ¾ ton model is offered in 115-volt and 230 volt systems with all cooling features; in addition to cooling or heating the 1954 units dehumidify, ventilate, filter and remove stale air; can remove up to 84 pts. water a day; Comfortrol thermostat; permanent cleanable filter and protective exterior cover are other features.



EMERSON Air Conditioner

Emerson Radio & Phono. Corp.,
111 Eighth Ave.,
New York, 11, N. Y.

Model: Emerson air-conditioner model E7B1.

Selling Features: E7B1 is part of the DeLuxe "Custom" series of 29 room air conditioners for residential and industrial units, featuring thermostat and heating controls.

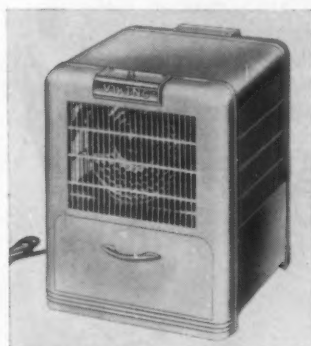


REMINGTON Air Conditioner

Air Conditioning Div.,
Remington Corp.,
Auburn, New York

Models: Leader consoles for 1954 will include cooling thermostats on 1 h.p., and electric heat and cooling-heating thermostats for automatic control of room temperature on 1½ h.p. units.

Selling Features: Leader consoles available for commercial, remote or built-in home installations and for custom built enclosures; where water and drainage are a problem the air-cooled units may be used; singly or in multiple—in place of heavier equipment; water cooled models for use where openings to an outside air supply are unavailable; duct work may be used with remotely located units, each unit may be operated independently providing zone control. All consoles supplied for 230 volt dc and 208/220/60-3 volts or 230 volts a.c., 50 or 60 cycles; 1-h.p. consoles for 115 volts d.c. Rust resistant steel cabinets in chestnut brown.



VIKING Dehumidifier

Viking Air Conditioning Div.,
The National Radiator Co.,
5601 Walworth Ave.,
Cleveland, 2, O.

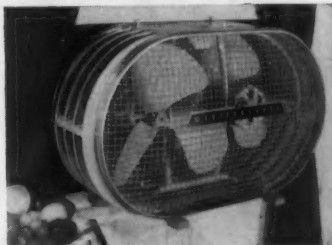
Device: Viking "Arid-Zone" dehumidifier.

Selling Features: Has moisture removal unit with fully automatic float control that automatically shuts off dehumidifier when water drawer is full; cannot overflow; long-life warning light glows red when unit is shut off and water needs emptying; when drawer is replaced unit operates automatically.

Removes dust, pollen from air, speeds drying of paint and plaster as well as removing up to 12 qts. moisture-vapor per day from enclosed area up to 10,000 cu. ft.—more than a large 6-room house. Compact unit fits under workbench or into closets; sliding water drawer

NEW PRODUCTS . . . and Fans

is semi-enclosed; can be carried and emptied without spilling; hermetically sealed compressor unit; gun-metal brown enamelled finish with chrome trim; ½ h.p. motor operates on 115 volts, 60 cycle a.c.; weighs 55 lbs.; measures 14½ in. wide, 15½ in. deep, 17½ in. high.

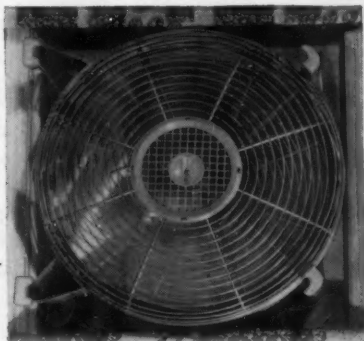


WESTINGHOUSE Fans

Westinghouse Electric Co.,
East Springfield, Mass.

Models: Twin-blade window fan No. C-6000, a new 20-in. combination window exhaust and a 10-in. circulating Riviera model.

Selling Features: New twin-blades fan placed in window can exhaust up to 4000 cfm to 4 or 5 10x13 ft. rooms; when used as a portable air circulator it has a capacity of 6000 cfm; 4 curved rings around fan help make this high air delivery possible; "air injector rings" channel incoming air from sides into air stream, permitting additional air to flow into blades from behind.



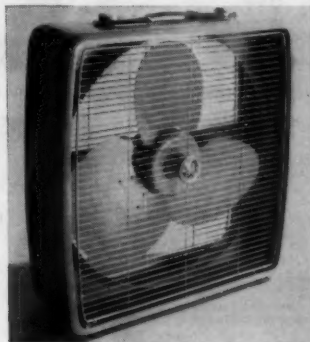
20-in. deluxe window fan No. 20WF can be used as a window exhaust or snapped out of panel for use independently as a portable fan; can exhaust up to 2500 cfm and can circulate up to 3500 cfm; easy to install; placed inside window frame it permits window to be closed when fan is not operating; adjustable steel panel fits windows from 28 to 34½ in.

Riviera "15" is a 10-in. model featuring "air injector rings" and "air jet vanes" for delivery of 1500 cfm; 2-speeds; can be tilted and locked in any direction or mounted as a wall-bracket; may be used as an exhaust or intake fan for any window in the home or placed on the table or floor.

Mobilaire 16MA4 has been improved; "air injector rings" gives it a capacity of 4000 cfm.

Other fans in line include 10LA4 10-in. oscillating; 12LA4 a 12-in. oscillating; 10PA2 oscillating Pow-

eraire; 12PA2 oscillating; 16SD3, 16-in.; and 16WF2, 16-in. double-duty window fan and the 16PA2, 16-in. oscillating. 2 Hassock Debonaires and the 10PWV2, 10-in. ventilating fan.

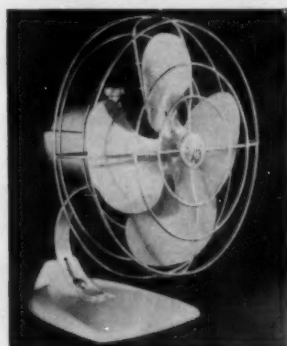


G-E Fans

General Electric Co.,
Bridgeport, Conn.

Models: G-E 1954 fans include an automatic window fan No. W1, and a 10-in. oscillator No. S-107.

Selling Features: Window fan No. W-1, is a 20-in. single-bladed, automatic fan with a thermostat control which turns fan "on" when temperature rises and "off" when it drops; it is also portable and reversible for intake and exhaust applications; 3-speed control; safety-designed grill guards; flexible mounting panels and space saving narrowest depth cabinets; 3250 cfm air volume; 190 watts.



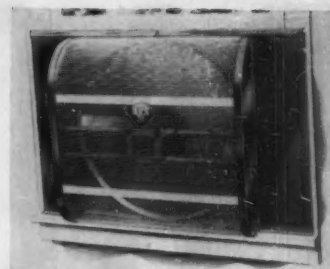
10-in. No. S-107 is both an oscillator and a directional fan; features a contemporary-contoured base, streamlined motor housing; quiet operation.

REX-AIRATE Fan

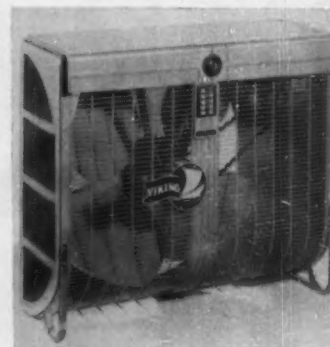
Air Controls Inc. Div.,
The Cleveland Heater Co.,
2310 Superior Ave.,
Cleveland, 14, O.

Model: Rex-Airate "Airjet" 20-in. direct drive window fan, No. WS-230-E.

Selling Features: Die-formed aluminum blades statically balanced for quiet operation; will cool 2 to 4-room apartments, offices etc; 1-piece perforated steel grille welded to steel side panels; steel expanders allow window to be opened and closed without removing fan; adaptable for windows up to 38 in. wide; grey Hammerloid baked enamel fin-



ish with white grille-work. 2-speed a.c. 1/15 h.p. motor; 3250 high, 2275 low cfm.



VIKING Window Fan

Viking Air Conditioning Div.,
The National Radiator Co.,
5601 Walworth Ave.,
Cleveland, 2, Ohio

Device: Viking 1954 window fan. No. 955.

Selling Features: New push-button controls and a powerful 4-blade, 22-in. fan, electrically reversible; push-button controls permit easy change from high to low speed during intake and exhaust operation; ½ h.p. motor; pulls 3500 cfm for night-air cooling; a complete change of air in each room every 2 min.; fan turns only 712 rpm on belt-drive making it quiet; on reverse cycle for spot-cooling it intakes over 2000 cfm.

Cabinet of seafoam blue baked enamel with safety grill openings; aluminum jet legs; 5-button switch; an automatic timer is available as optional accessory.

Adjusts to any double-hung window from 24 to 42 in. wide.



CHROM-EVER Ventilator

Chrom-Ever Co.,
Westbury, Long Island

Device: Chrom-Ever "Reversible 1000" window ventilator.

Selling Features: Fits all standard windows from 25 to 41 in.; fan can be reversed for use as exhaust or intake by simple control lever located on side of protective grille; cast aluminum with bonderized all-steel frame; baked enamel hammer-tone; a.c. 110-volt air-cooled motor; aluminum 10-in. blades.

PAGE-SETTER!



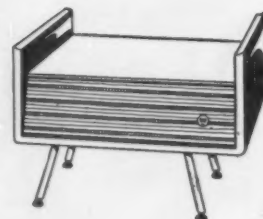
NEW WESTINGHOUSE CAPRI

Designed with foresight for function—with sensational *impact* styling—here is the exciting bomb shell TV dealers have sought to turn a static market into an ARMY OF HOT PROSPECTS. Capri was created by Harley Earl, internationally famous designer of Le Sabre, “the car of the future”.

Never before has cabinetry designed so uniquely for TV enjoyment been offered outside the custom market. Westinghouse leads in '54 with Capri, the series that gives *more* to customers, through exciting, functional design.

Model 827T21—Without base—\$239⁹⁵*

Swivel base, optional at extra cost, provides outstanding console-quality performance. Speaker installs in base for ear-level listening. Special tips on legs adjust automatically to floor irregularities.



WESTINGHOUSE TV PRICES* BEGIN AT \$159⁹⁵
For 17-inch Table Model

...and you haven't seen color TV till you've seen Westinghouse True-Chromatic

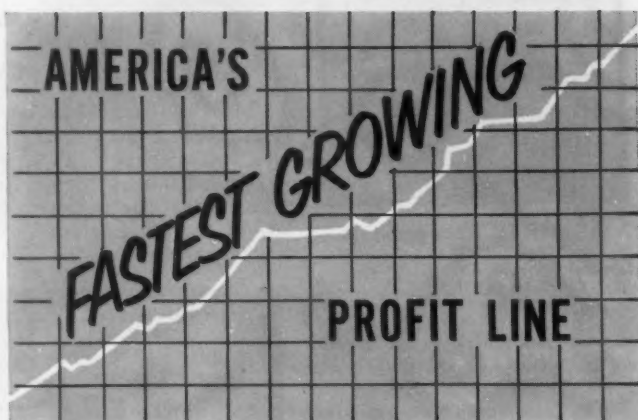
“So far ahead . . . !” That's the dealer reaction to the sensational Westinghouse True-Chromatic Color TV picture. Like so many dealers who have had the opportunity to compare, you'll agree: There is color TV, and there's Westinghouse True-Chromatic.

What does this add up to? Clearer, brighter, better color TV prospects for Westinghouse dealers everywhere. You can't afford to settle for less. See Westinghouse True-Chromatic Color TV now. See the only set you'll want to sell in the color market.



Model 840CK15

STYLE LEADERS • SALES BUILDERS



Prospects will want to see the Capri. Millions of readers of LIFE and LOOK will note the beautiful full-page, 4-color ads promoting this thrilling new Westinghouse series. And they'll come to your store to see the Capri in the flesh.

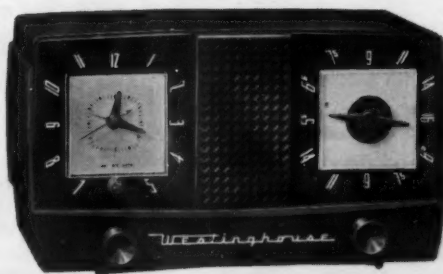
Betty Furness will feature this beautiful new concept in TV design on Westinghouse Studio One. She will send an increasing number of replacement set prospects to you. From every viewpoint, the Capri is made to make sales for you. And in every major market an aggressive newspaper schedule will carry the revolutionary news of the exciting Capri right to YOUR customers.

Watch how the 1954 Westinghouse line does a double job of not only attracting store traffic, but of building all-over TV-Radio sales for you. Display the Capri to create excitement and impel traffic.

SENSATIONAL NEW RADIO PROMOTION BUILDS STORE TRAFFIC

Low-cost, low-effort impulse sales of Westinghouse Radios add up to high profit for you. Rely on "Lucky 13" to deliver more of this good business. It's a sensationally different promotion—sure to create a big, BIG stir for you. It works in your neighborhood—and sells sets off your counters in record-breaking volume. Get the facts from your Westinghouse distributor.

And get portable profits with new Westinghouse 3-way and personal models.



Model 420T5

Sell this finest-quality alarm clock radio for really low-cost luxury. Faithful, noiseless electric timekeeper starts each day with music. In cocoa brown cabinet.

Only \$24⁹⁵*

Model 417T5

Smartest modern note in radio design adds a note of rich elegance to any room. Shimmering gold grille and graceful polished base legs accentuate gleaming maroon cabinet.

In ivory, model 418T5, \$29.95*

Only \$27⁹⁵*



WESTINGHOUSE RADIO PRICES* BEGIN AT \$19⁹⁵

*Prices slightly higher in the Far West and some parts of the South

YOU CAN BE SURE...IF IT'S

Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION, TV-RADIO DIVISION, METUCHEN, N. J.



NO "DOGS"
IN THE WILSON LINE

"Dogs" are barred from the Wilson line... barred two ways.

First, Wilson bars them by concentrating its efforts in a single field... a field in which Wilson is the recognized pioneer. Wilson Franchises cover freezers only. There are no tag-along products of any sort.

And, second, Wilson excludes "dogs" by designing freezers from the "customer" angle... by making the most complete line there is... both chests and uprights... in sizes for every size family... with every feature a customer could ask for.

Interested in a "dog-less" Freezer line? Then Wilson is for you. Look into the Wilson line today.



Mail coupon for
complete details

Wilson
REFRIGERATION, INC.
(Division Tyler Refrigeration Corp.)
Smyrna, Delaware

WILSON REFRIGERATION, INC.
102 Glenwood Ave., Smyrna, Del.

Please send me details on Wilson Home Freezers and Availabilities. I am interested in a
☐ Dealer Franchise ☐ Distributor Franchise

Name _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

NEW PRODUCTS... 1954 Refrigerators



ADMIRAL Refrigerators

Admiral Corp.,
3800 Cortland St.,
Chicago, 47, Ill.

Models: Admiral 1954 refrigerator line comprises 11 models including 2 new "upside-down" 11.5 and 14 cu. ft. combination refrigerator-freezers.

Selling Features: Two 8 cu. ft. units have been added to Admiral line; Glacier Blue porcelain enamel liners; butter keepers in all but one; cheese keepers in 6 models; door shelves for eggs, odd sized bottles, automatic push button defrosting.

"Upside-Down" models 12D13 and 14D17, have giant sub-zero freezer chests at bottom with slide-out baskets for convenience; No. 12D13, a 11.5 cu. ft. model has freezer space for 122 lbs. food at bottom plus humid cold food capacity equal to a conventional 9 cu. ft. refrigerator; other features include 2 roll-out shelves, shelves on freezer chest door, butter and cheese keepers, sterilamp and full width aluminum crisper.

14D17, the 14 cu. ft. "upside-down" refrigerator has space for 150 lbs. frozen food chest and all deluxe features; no defrosting; humid cold storage equal to a 11 cu. ft. model.



MAJESTIC Refrigerators

Majestic Major Appliances,
Div. The Wilcox-Gay Corp.,
79 Washington St.,
Brooklyn, 1, N. Y.

Models: 5 Majestic refrigerators—two 10 cu. ft., one 9 cu. ft. and two 8 cu. ft. models.

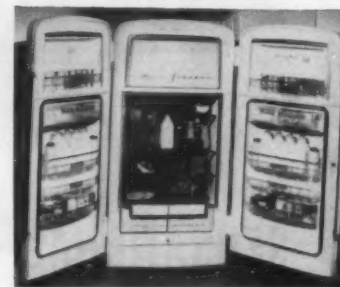
Selling Features: 10 cu. ft. model MR-100-70 has 70 lb. triple plated freezer; fully automatic defrost; 6

temperature zones; meat keeper and Dehydra-chest.

10 cu. ft. model MR-100-52, has 52 lb. 2-plate freezer; automatic defrost; full width meat keeper; Dehydra-chest.

MR-93-52, 9.3 cu. ft. model has 52 lb. freezer chest; automatic defrost, full width meat keeper and Dehydra-chest.

Ms 87-52 and 87-30 have 8.7 cu. ft. capacity with 52 and 30 lbs. freezer chests respectively; MS 87-52 has full width meat keeper; clear polystyrene crisper. No. MS 87-30 has full length door; twist action ice trays.



PHILCO Refrigerators

Philco Corp.,
Philadelphia, Pa.

Models: 1954 Philco line features a 2-way opening model in their Golden Automatic refrigerator line.

Selling Features: Model 1149, an 11 cu. ft. model features 2-way opening door that permits user to open refrigerator from whichever side is most convenient; operates on the double hinge principle; center-mounted V-shaped handle releases hinge arrangement on side to be opened and keeps hinges on opposite side tightly latched.

Refrigeration system automatically holds zero or colder in freezer and maintains 38 to 42 degs. in main food compartment; automatically defrosts by "sensing" amount of frost accumulation on True Zone refrigeration plate; freezer can operate at 20 degs. below by setting switch on Sharp Freeze.

All Golden automatics from model 848 to 1248, the 12 cu. ft. 2-door refrigerator-freezer have Philco dairy bar on inner door panel; cheese keeper, butter keeper, shelves for eggs, milk, beverages and small packages.

All shelves in Golden Automatic models except 947 and 1147 are fully adjustable and can be rearranged to hold large items.

All models except 1147, 947 and 847 have roll-out shelf; freezer in combination-refrigerator-freezer has 2½ cu. ft. capacity or 87 lbs. food. 8 cu. ft. models have same size cabinet as the 1953 7 cu. ft. models. All have new door styling, new golden yellow of the Golden automatics has been added to Key Largo styling; automatic door stops prevent door from opening more than 135 degs.



THE MOST IMPORTANT PERSON IN YOUR BUSINESS...



A COMPLETE LINE OF
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is a *satisfied customer*! And one way to assure satisfied customers is to standardize on Packard Electric motors for your electrical appliances.

The motors built by Packard Electric have been well and favorably known for 37 years. There is no better fractional horsepower electric motor on the market. So, when you specify Packard Electric motors, you benefit in two ways: Your product will give your customers reliable and long-lasting performance; the satisfaction experienced by your customers will be reflected in greater acceptance for your product.



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Packard Electric Division
General Motors Corporation,
Warren, Ohio

A SPECIAL

to all Crosley and Bendix



Widest price range—widest product range now offered by single distributor setup

There is now a single distributor organization for Crosley Appliances and Electronics and Bendix Automatic Home Laundry equipment. These two leading divisions of AVCO have consolidated to form the most powerful selling force in the history of the appliance industry.

Not only will Crosley and Bendix Home Appliance Distributors handle the widest product range in the appliance business, but they will offer the widest price range ever available.

Greatest consumer preference possible

Concentration on the product lines where each is best known to the public—Crosley in appliances and Bendix in home laundry equipment—will enable dealers to take full advantage of the tremendous consumer acceptance and preference for *both* names. Furthermore, with these two famous lines completely in the hands of a single distributor it will be possible to give dealers elbow-room to operate in markets with sufficient potential to justify aggressive promotion activity.

Integrated organization does the job

This company believes there is only one *sure* way

of building the strongest down-the-line selling organization—and that is to have an integrated, *dynamic* Manufacturer-Distributor-Dealer organization unmatched by competition.

Step #1 in AVCO's program has been completed. At the research, engineering, and manufacturing levels, the AVCO staff of appliance design-engineers—responsible for development of the most valuable patents in the industry—will devote particular attention to the "growth appliances" with present low consumer saturation that offer the greatest sales opportunities for the future.

Step #2—the consolidation of the Crosley and Bendix Home Appliance Distributor organizations has now been effected. These two steps inevitably lead to . . .

Step #3—the strengthening of our dealers' position. A new AVCO finance plan—unsurpassed in the appliance industry—will provide dealers with retail financing assistance . . . and is available to all qualified dealers.

Another outstanding feature of this consolidation program is its unusual adaptability for great national and local merchandising events. It gives Crosley and Bendix Home Appliance Dealers a unique opportunity to create profitable store traffic



BENDIX HOME APPLIANCES. There are more Bendix Automatic Washers in American homes than those of any other manufacturer. And Bendix continues to produce the most-wanted automatic home laundry appliances on the market.

MESSAGE

Home Appliance Dealers

PARKER H. ERICKSEN

Vice-President

AVCO Manufacturing Corporation

General Manager, Appliances

by capitalizing on special merchandising events. For example, *promotional* models of washers, dryers, refrigerators, ranges and freezers will be put on the market as dictated by competitive or economic conditions. Both famous names—Crosley and Bendix—will be available for exploitation, giving dealers unbeatable selling ammunition.

Intensive promotion and sound merchandising

A coordinated Crosley and Bendix promotional program is now in readiness; it is the most powerful



NEW CROSLEY SUPER SHELVDOR®.

The refrigerator that revolutionized the white goods industry. Made by Crosley—originator of the shelves-in-the-door idea and producer of a complete line of matching kitchen appliances.

campaign ever developed. It extensively covers every phase of consumer influence—advertising, publicity and public relations. Budget and execution of this program are calculated to saturate the nation.

Liberal and flexible cooperative advertising with dealers will be backed by strong, consistent local newspaper advertising in publications such as Parade . . . This Week . . . American Weekly . . . and the Metropolitan Group of Sunday Picture magazines.

In addition, Crosley and Bendix Home Appliances will be advertised in 27 different leading national publications. *On television alone*, each week 7,688,000 families will see and hear the Crosley and Bendix story on "Your Hit Parade."

Additional benefits

Dealers will further gain from the consolidation in the following ways:

- ... new and better products to meet customer demand for the best and most advanced in appliances
- ... improved methods of handling service problems
- ... new and improved sales-training methods and programs
- ... superior display and store identification material
- ... increased help and cooperation from distributor salesmen.

The additional help which will be available from your Crosley and Bendix Home Appliance Distributor will enable you to sell *more* customers, *keep them coming back to your store* . . . the most important appliance dealership in your community.

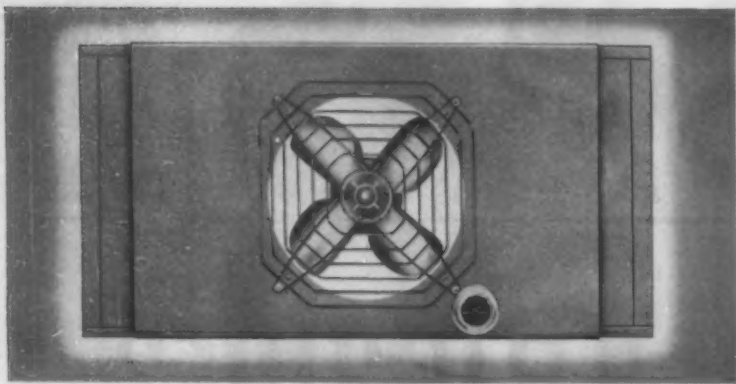
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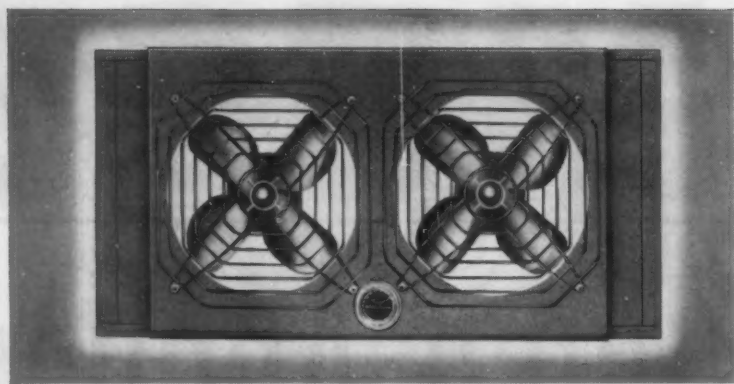
CINCINNATI 25, OHIO



CROSLEY AND BENDIX Dealers can provide everything in appliances that prospects want . . . priced to turn prospects into customers.



New single unit window fans—8, 10 & 12-inch models. The first top-quality window fans ever offered at popular prices. Steep-pitched blades move large volumes of air. Heavy-duty motor. Heavy guard, both sides. Beige hammerloid finish. Single speed. 8 & 10" models, one-piece blades. Strong riveted blades on 12" models. Priced from only **\$14.95 to \$21.95**.



New double unit window fans—8, 10 & 12-inch models. The same dollar value as fan at left, in a double unit. Moves extra-large volumes of air. Like all Manning-Bowman window fans, it's easily changed from exhaust to intake. Same features as unit at left. 8 & 10" models, one-piece blades. Strong riveted blades on 12" models. Priced from only **\$22.95 to \$37.50**.

Outsell Them All with MANNING-BOWMAN

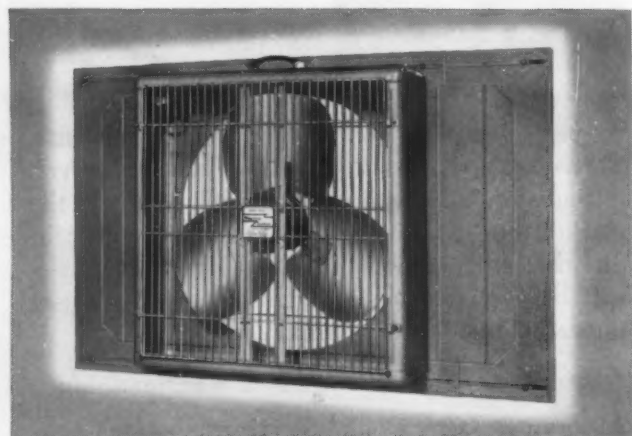
Price Leaders!



10 & 12-inch oscillators—10 & 12-inch single speed—price leaders you'll find hard to match for quality and performance. Finger-tip control changes fan from stationary to oscillating. Beige hammerloid motor housing, cracked enamel base. Only **\$12.95 & \$19.95**.
12 & 16-inch 3-speed—an easy trade-up. Same features as above. Only **\$23.50 & \$39.95**.



*the lowest priced
fine quality fans!*



New 20" multi-purpose window fan—No better dollar-value anywhere! It's the lowest-priced 20-inch portable window fan with 3 speeds, guards on both sides, and reversible intake and exhaust action. Safe, closely woven guard completely encloses blades. Easy to carry for use anywhere in the house. Rugged induction-type motor. 3 sturdy deep-pitched blades. Finished in beige hammerloid enamel. **\$59.95**.



"No-draft" circulator—Compare, and you'll find it's the best value of the year! Draws cool air near floor into fan and circulates it outward and upward without creating a draft. 3-speed induction-type motor, rubber-cushioned for vibration-free operation. Beige hammerloid finish. Flat top doubles as table. Fully guaranteed. Only **\$36.95**.

A MANNING-BOWMAN FAN TO FIT EVERY POCKETBOOK!					
	Model Number	Price	Blade Size	Speeds	Adjustable Widths
Window Fans	850M	\$14.95	8" single unit	Single	23½" to 35¾"
	852M	\$22.95	8" double unit	Single	23½" to 35¾"
	1050M	\$19.50	10" single unit	Single	28½" to 39½"
	1052M	\$31.00	10" double unit	Single	28½" to 39½"
	1250M	\$21.95	12" single unit	Single	29½" to 39½"
	1252M	\$37.50	12" double unit	Single	29½" to 39½"
	3020	\$59.95	20" single unit	Three	26" to 46"
Oscillators	41	\$12.95	10-inch	Single	
	52	\$19.95	12-inch	Single	
	51	\$23.50	12-inch	Three	
	62	\$39.95	16-inch	Three	
Air Circulator	6005	\$36.95	12-inch	Three	

All Fans Operate on AC Current, 60 Cycles



MANNING-BOWMAN DIVISION
McGraw Electric Co.

Elgin, Illinois



DEEPFREEZE Refrigerators

Deepfreeze Appliance Div.,
Motor Products Corp.,
North Chicago, Ill.

Models: Deepfreeze 1954 refrigerator line includes 5 models—three 9's and two 11's.

Selling Features: A new Aqua-Tap dispenser built into the door is featured on Deepfreeze's Imperial Deluxe model A-12, shown. A glass is filled by pressing it against Aqua-Tap; when glass is removed flow stops dripless; water, fruit juice or other beverage except milk may be served through the tap which is supplied by a gallon-plus plastic container inside the door; a hinged cover opens for refilling; container and tap are easily removable for washing. Other features in the Deluxe A-12 includes door storage for cheese, salad greens, butter, eggs, bottles, a swing-out meat compartment that holds up to 10 lbs.; a sliding shelf, twin crispers and all-color Emersheen green interior; and automatic defrost.

Other models in line include F-10, Custom 9.6 cu. ft. model with manual defrost; G-10, Custom, 9.6 cu. ft. Flash defrost; G-12 Custom 11.5 cu. ft. with manual defrost; A-10, Imperial 9.3 cu. ft. model with automatic defrost.



KELVINATOR Refrigerators

Kelvinator Div.,
Nash-Kelvinator Corp.,
Detroit, Mich.

Models: Kelvinator 1954 refrigerator line consists of 5 models.

Selling Features: Line includes 7 and 9 cu. ft. sizes with pushbutton controlled automatic defrosting; 9 and 11 cu. ft. sizes with timer-controlled automatic defrost; and a 2-door, 12 cu. ft. combination freezer and automatic defrosting refrigerator.

In addition to "Magic Cycle" automatic defrost, key features include new "Sea-tone" interior color styling, roll-out and slide-out shelves; deepened door shelves;

NEW PRODUCTS... 1954 Refrigerators

built-in butter chest and new crispers, metal finished with gold and white fronts on 3 models, and light, strong polystyrene on the other two; new Polarsphere compressor.

MTD-120, 12-cu. ft., 2-door combination has new color styling; aluminum crispers, Humidiplate providing adjustable control of cold and moisture; twin roll-out shelves; 1-lb. butter chest; separate freezer chest has its own door and stores up to 70 lbs. frozen foods.

MAD-110, 11 cu. ft. model has 53 lb. capacity, a meat chest, roll-out shelf, full-width slide-out shelf; 5 walls refrigerated; 1-lb. butter chest; twin aluminum crispers; deluxe aluminum shelving; Magic Cycle defrost control by an electric clock; defrost water is evaporated automatically.

KAD-90, 9 cu. ft. model has all features of MAD-110 in a 28-in. cabinet; porcelain enamelled steel crispers with aluminum fronts.

VKD-95 in same cabinet as KAD-90 is a 9½ cu. ft. model with pushbutton-actuated Magic Cycle defrosting; 51 lb. freezer chest and meat tray.

VND-71, a 7 cu. ft. model in a 24-in. cabinet; lowest-priced model.



SERVEL Refrigerators

Servel Inc.,
Evansville, Ind.

Models: Servel 1954 refrigerator line includes 19 models including 8 electric compression models, 2 electric absorption and 2 kerosene absorption.

Selling Features: Compression Series includes 4 9 cu. ft. models; one 11 cu. ft., and 3 8 cu. ft. models.

No. 1249C, 11.7 cu. ft. model has a 2 cu. ft. separate freezer; an "automatic ice-maker"; 2-doors; automatic defrosting; door shelves; egg storage; butter container; cheese chest; 2 vegetable fresheners.

No. 1049 has 9.5 cu. ft. capacity with a 1.7 cu. ft. separate freezer; 2 doors; "automatic ice-maker" automatic defrost, doorselves, egg storage; butter container; 2 vegetable fresheners.

No. 947CD has 9.2 cu. ft. capacity 1.3 cu. ft. horizontal freezer compartment; "automatic ice-maker"; push-button automatic defrost; quick cold shelf; door shelves; egg storage; butter container; 2 vegetable fresheners.

No. 946CD has 9.4 cu. ft. capacity, 1.6 cu. ft. horizontal freezer compartment; 3 ice cube trays; push-button automatic defrosting; quick cold shelf; door shelves; egg storage; butter container; 2 vegetable fresheners.

No. 945C, 9.3 cu. ft. capacity; 1.6 cu. ft. horizontal freezer compartment; 3 ice cube trays; quick cold shelf; door shelves; egg storage; vegetable freshener.

No. 846-CD, 8.6 cu. ft. capacity; 1.1 cu. ft. horizontal freezer; 3 inch cube trays; push-button automatic defrosting; quick cold shelf; door shelves; butter and egg storage; full width vegetable freshener.

No. 845-C, 8.5 cu. ft. capacity, 1.1 cu. ft. horizontal freezer; 3 ice cube trays, quick cold shelf; door shelves; full width vegetable freshener.

No. 844-C, 8.6 cu. ft. capacity has 1.2 cu. ft. horizontal freezer compartment; 2 ice cube trays; quick cold shelf.

Absorption series No. 846-E, 8.3 cu. ft. capacity has .9 cu. ft. horizontal freezer compartment; 3 ice cube trays; quick cold shelf; door shelves; 2 vegetable fresheners.

No. 644-E, 6.1 cu. ft. capacity has .5 cu. ft. box-type evaporator freezer; 2 ice cube trays; meat shelf.

Kerosene Absorption models 846K and 644K have 8 and 6.1 cu. ft. capacity respectively; Cerulean blue interior trim; top-of-line models have copper-finished freezer compartment doors on 2-door "automatic ice-maker" models.



QUICFREZ Refrigerators

Quicfrez Inc.,
Fond du Lac, Wis.

Models: 5 new refrigerators are included in Quicfrez 1954 line—Custom H74G, Stylist H74H, Imperial H74J, Stylist H94C and Imperial H96D.

Selling Features: Maximum food storage in minimum floor area is featured; big capacity vegetable storage, adjustable shelving, touch type door latches and 11-pt. cold control are other features.

Custom H74G, a 7.2 cu. ft. model contains a 32 lb. freezer chest with snap spring door that serves as a loading shelf when open; equipped with 2 ice cube trays that hold 4 lbs. ice; Quic-Chill tray has touch-type door latch, leveling glides for adjustment

to sloping floors and dramatic coloring.

Stylist H74H, 7.4 cu. ft. model, has 32 lb. freezer chest, full width crisper; Quic-Chill tray; 2 Handi-Shelves recessed in door; lifetime rust and stain resistant shelf finish.

Imperial H74J, has 7.4 cu. ft. capacity; has a butter keeper, full-width crisper and Quic-Chill tray; door shelves; 32 lb. freezer chest.

Stylist H94C has 9.4 cu. ft. capacity, a 36 lb. full width freezer chest; Fiberglass insulation; automatic door mechanism.

Imperial H96D, 9.6 cu. ft. model features a 36 lb. full width freezer chest, large crisper; 3 shelves in Handi-Dor; adjustable shelves and butter keeper.

All 7 cu. ft. models are 51½ in. high, 24 in. wide, 27½ in. deep; 9 cu. ft. models are 55½ in. high, 28 in. wide, 27½ in. deep.



CROSLY Shelvadors

Avco Mfg. Corp.,
Appliance & Electronics Div.,
1329 Arlington St.,
Cincinnati, 25, O.

Models: 9 new Shelvadors in Crosley 1954 refrigerator line.

Selling Features: A refrigerator that provides ice cold beverages through a tap in the door is featured in the 1954 line; new roll-out interior, using 18 running ft. of recessed door shelving; a coffee meter that preserves oils of fresh coffee and measures it directly into percolator by the tablespoon.

A 3-pt. squeeze bottle for storing ice water, juices or other beverages in some models that do not have door tap; automatic defrosting, full-width freeze chests; full length doors with shelves that hold 13 full-size quart bottles; new "Cool-Glo" color styling; butter and cheese safes; adjustable interior shelves are other features.

A new deep door design featuring recessed shelves appears on 6 top models. All but the 2 smallest have an air flow control that permits balancing temperatures between freezer and food compartment by adjusting amount of cold air that enters fresh food compartment.

Capacities range from 12.5 to 7 cu. ft., with freezer capacities ranging from 77 to 28 lbs. Five models have 3 quick release ice trays each—one has 3 and 3 have 2 pop-out trays. All but 2 have full-width roller-mounted crispers and all but 2 have butter and cheese keeper; 4 models have automatic defrosting; one has push-button defrosting.

Ideas the Experts Brought to the Convention

*Here's the whole valuable set of
NARDA Convention speeches—printed up for you by
Ladies' Home Journal and free for the asking!*

"ENTHUSIASM IN SELLING"

CLAUDE TINDLE
Sales Training Director
General Electric Appliances Company
Louisville, Ky.

"SELL YOURSELF A BRILLIANT FUTURE"

MORT FARR
Upper Darby, Pa.

"HIRING AND TRAINING OF SALESMEN"

C. C. MUSBURGER
Appliance Mart
Billings, Montana

"SPECIALTY SELLING BY DEMONSTRATION"

EMERSON DOLE
The Appliance Center
Wichita, Kansas

WERE YOU THERE? At the NARDA Annual Convention in Chicago in January? If so, you *know* what valuable material these speeches contain, and you'll want a set for ready reference.

DID YOU MISS IT? Then this portfolio of speeches will bring you right up to date on the doings of the appliance trade and give you scores of new ideas for use in your own business.

The Journal offers this portfolio of Convention speeches free to appliance dealers this month in place of our regular "Appliance Store Success Bulletin."

If you would like to have the portfolio and/or receive future Bulletins as they are issued, drop us a line today.

Each Bulletin is written by a prominent retailer and describes his operation in full detail for the benefit of other dealers.

Ladies' Home

Journal

Independence Square, Philadelphia 5, Pa.

A Curtis Publication

.....

"THE FEMININE ANGLE IN SELLING"

MRS. JESSIE CARTWRIGHT
Home Service Director
Norge Division of Borg-Warner Corporation

"INTEGRITY AT THE CROSS ROADS"

JAMES BROADHURST
The Jenkins Music Co.
Wichita, Kansas

"AND IN CLOSING ..."

MORT FARR
Upper Darby, Pa.

"AIR-CONDITIONING, 1954"

JOHN M. OTTER
Vice President
Philco Corporation

"BUILDING LAUNDRY EQUIPMENT VOLUME"

R. C. CONNELL
Director of Sales
Norge Division of Borg-Warner Corporation

"THE FREEZER BUSINESS BELONGS TO YOU"

RICHARD WRIGHT
Food Plan Sales Mgr.
Mort Farr, Upper Darby, Pa.

**"PLANNED BUYING
IS BETTER BUYING"**

DON GABBERT
Gabbert's
Minneapolis, Minn.

"ADEQUATE WIRING"

SHELDON BASCOMB
Union Electric Co.
St. Louis, Mo.
Chairman of Dealer Coordination Committee
Edison Electric Institute

"HORSE TRADING HAS OUTLIVED THE HORSE"

E. C. RANKIN
Business Mgr.
National Appliance Trade-In Guide Co.
Madison, Wis.

BANQUET ADDRESS

DR. KENNETH McFARLAND
Educational Consultant
General Motors Corporation

"MAKE TRAFFIC APPLIANCES YOUR SPUR TO SALES"

W. E. O'BRIEN
General Sales Manager
Toastrmaster Division
McGraw Electric Co.

"YOUR CUSTOMER TODAY"

JOHN MARIN
Appliance Manager
Retail Sales Promotion, LIFE Magazine

and INA HUNNDINGER
Home Furnishings Manager
Retail Sales Promotion, LIFE Magazine

THE FAMOUS



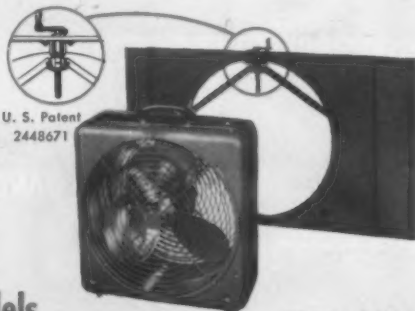
the
PORT-ABOUT
INTAKE OR EXHAUST
and it's really portable

- ▶ EXCLUSIVE INSTANT INSTALLATION
- ▶ SMART DECORATOR STYLING

The PORT-ABOUT—America's most versatile fan—literally the one fan of all home uses. A powerful exhaust or intake window fan, Atlas-Aire's PORT-ABOUT doubles as a truly portable circulator fan for use anywhere in the home. Famous, consumer-proven Atlas quality and styling, too.

PATENTED INSTANT INSTALLATION

Exclusive Atlas extender panel locks into any window at the mere turn of a crank. No tools, screws, hooks or gadgets to mar woodwork. Separate fan unit lifts out of panel for use anywhere.



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NEW PRODUCTS... Refrigerators and Freezers



ACME Kitchen Unit

Acme-National Refrigeration Co., Inc.,
29-24 40th Ave.,
Long Island City, N. Y.

Device: Acme kitchen unit combines sink, surface burners and 5-cu. ft. refrigerator.

Selling Features: Fits into space less than 2x2½ ft; designed for motel, apartment house, small homes; stainless steel top; complete mechanism up front; refrigerator has freezing compartment which holds 12 standard frozen food packages or 9 ice cube trays; 2 large bottle and shelf storage racks have been added; available with 2 electric or gas burners; electric burners available for 110 or 220 volts.



QUICFREZ Freezers

Quicfrez, Inc.,
Fond du Lac, Wis.

Models: 6 new freezers are in Quicfrez 1954 line—2 upright and 4 chests.

Selling Features: Highlights of the 1954 chest-type line are Dri-Chest construction to prevent moisture condensation on outside of cabinets; tamper-proof cold control; large storage space in small area; and a counterbalanced lid that opens and closes easily.

Upright models feature high density insulation; all steel construction, functional styling and small wall space requirements.

Q42A upright takes just 2 ft. wall space; holds up to 200 lbs. frozen food; removable shelves permit convenient arrangement of food parcels; door shelf for small packages; no plates or coils in freezer.

QU201A upright, only 29 in. deep, holds up to 700 lbs. food; white exterior accented by Quicfrez color crest; 3 Handi-Shelves in door; 4 refrigerated shelves and a utility shelf that tilts easily to hold packages when placing or removing

food; all aluminum freezing shelves entirely "cold coiled" in addition to complete coiling at top and bottom of inner cabinet; 4-in. Fiberglass insulation; ¼ h.p. hermetic compressor with Freon 22 refrigerant.

Q9D, 9 cu. ft. chest model holds 315 lbs in minimum floor space; has a 2.2 cu. ft. fast freezing compartment; a divider, basket and separator provide flexible food package arrangements; clear view temperature indicator in front of cabinet.

Q13D holds 462 lbs. and has space for 11 cu. ft. normal storage with 2.2 cu. ft. fast-freeze compartment. Coiling on all 4 sides and bottom of fast freeze compartment; hermetically sealed unit.

Q168D, has 16.8 cu. ft. capacity; baskets, dividers and separators; automatic interior flood light; gold and green control panel, chrome hardware; interior green trim.

Q20D, 20 cu. ft. chest model holds 700 lbs. food with 17.8 cu. ft. regular storage plus 2.2 cu. ft. fast freeze storage; counterbalanced lid opens and closes easily and stays open with no danger of falling.



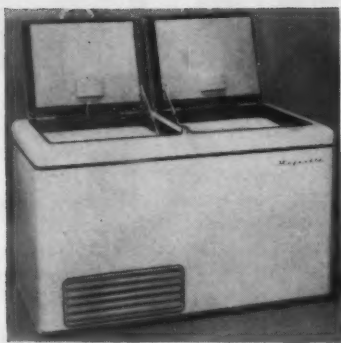
DEEFPREEZE Freezers

Deepfreeze Appliance Div.,
Motor Products Corp.,
North Chicago, Ill.

Models: Deepfreeze 1954 freezer line includes 6 chest models and 2 uprights.

Selling Features: Chest models have been redesigned to boost storage capacity. For instance C-146, is 14-cu. ft. model shown replaces the 1953 13-cu. ft. by adding 1½ in. to height and redesigning interior parts; it holds more than 476 lbs. food. Features include a new feather touch latch; floating action lid; Emerasheen-tinted interior; adjustable divider racks; 3-piece casserole set; 3 wire baskets; front-panel temperature control and signal lights. Line includes 2 7.7 cu. ft. chest models—a Custom B-86 and an Imperial C-86; two 13.6 cu. ft. chests, B-146 Custom and C-146 Imperial; a 17.8 cu. ft. Imperial C-186 and a 23.7 cu. ft. Institutional C-246.

Uprights include a 12 cu. ft. Custom, CU-126, and an 18.6 cu. ft. Institutional CU-196.



MAJESTIC Freezers

Majestic Major Appliances,
Div. The Wilcox-Gay Corp.,
79 Washington St.,
Brooklyn, 1, N. Y.

Models: 3 chest type freezers in Majestic 1954 line.
Selling Features: MF 12 and MF-17 have 12 and 17 cu. ft. sizes respectively and hold 420 and 600 lbs. food; 60 in. long, 27 in. wide, 26 in. high.

Model MF8 has 8 cu. ft. capacity; holds 280 lbs. food; 32 in. long, 27 in. wide, 36 in. high; Santocel insulation; lid lock and interior light.

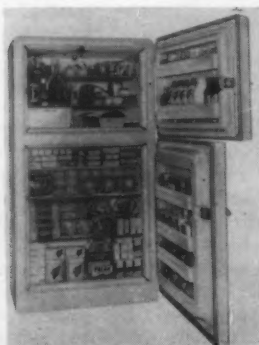


REVCO Freezers

Revco Inc.,
Deerfield, Mich.

Models: Revco 1954 line includes 2 upright and 3 chest type models.
Selling Features: Upright models available in 17 and 15.2 cu. ft. capacities; features newly designed door racks, new color scheme and several other engineering changes.

Deluxe chest models available in 10.4 cu. ft.; 17.2 and 26.1 cu. ft. sizes.



REFRIG-N-FREEZ

United Refrigerator Co.,
Hudson, Wis.

Device: Refrigerator-freezer combination.

Selling Features: Has a 7 cu. ft.

refrigerator on top for convenience, and a 350 lb. freezer on bottom for handy freezer storage; each unit has separate door with storage compartments built-in for small packages, cans and bottles; novel device at bottom of freezer door permits small cans of frozen juices to be released with just a touch; green and gold trim.

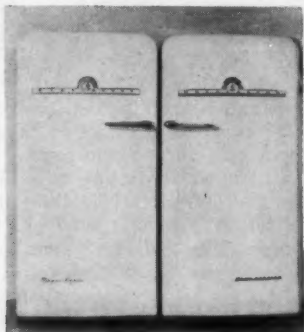


KELVINATOR Freezers

Kelvinator Div.,
Nash-Kelvinator Corp.,
Detroit, 32, Mich.

Models: 5 space-saving freezers for 1954 includes 2 new uprights.

Selling Features: New freezers provide greater storage in more compact cabinets; 2 uprights are an 18 cu. ft. FR-18V that is a companion in cabinet proportions to the 11 cu. ft. refrigerator; and a 12-cu. ft.



FR-12V that matches Kelvinators 9 cu. ft. refrigerators.

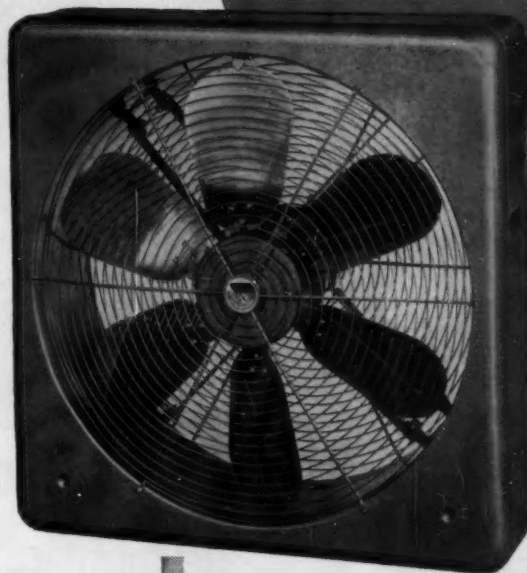
Line also includes 3 space-saving chest type models—a 15 cu. ft. FR-15D, a 10-cu. ft. model FR-10D and a 7 cu. ft. chest FR-7S.

Uprights feature Sea-Tone interior; "concentrated cold" coils in top of storage chamber and each of the 3 corrosion-resistant aluminum shelves; full width basket suspended beneath bottom shelf for odd-shaped items; FR-18V has 4 door shelves. FR-12V has 3 door shelves for frozen juices and small packages. Chest-type models feature new door-latch, spring-action hinge and lid counterbalance that makes lid raise itself; full-width lids are flush on all sides with slightly recessed top; 36 in. high; a grille separates fast-freezing section and storage compartment.

FR-10D and FR-15D have new automatic interior light with a louvered cover to direct light into storage space; adjustable temperature control and low-wattage signal light; a convenient storage basket and a "pastri-rack" and hanging-type thermometer.

BEST SELLERS

Atlas-Aire



giant 24 and 30 inch house
coolers...the fans that
eliminate dealer installation

ELECTRICALLY
REVERSIBLE
intake or
exhaust

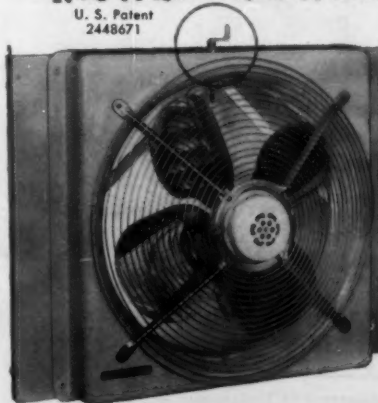
THE ONE WINDOW FAN...
THAT COOLS A WHOLE HOUSE

These ATLAS-AIRE giant RPB models eliminate dealer installation! They give attic fan power equal to several smaller fans yet can be quickly and easily installed by anyone. Powerful 3-speed motor moves thousands of feet of air a minute—enough to cool a whole house! Direct drive, slow speed design means silent operation. New blade design delivers an equal air volume as either an exhaust or intake fan. Unit lifts readily from mounting brackets for use as an air circulator anywhere in the home.

Model RPB 24 fits windows 26" to 40" • Model RPB 30 fits windows 32" to 46"

POWERFUL 20" EXHAUST FAN with INSTANT INSTALLATION FEATURES

U. S. Patent
2448671



Model KC20

- Patented, "turn-of-a-crank" installation... instantly in or out, without tools or attachments.
- Powerful, dependable G. E. motor... 3 speeds... 3500 C. F. M. of cool, fresh air.
- Attractive styling in gray baked enamel finish.

Contact your jobber or write us direct
for complete information and prices.

ATLAS Tool and Manufacturing Co.

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New way to make more profits!



110
cubic foot
self-defrosting
refrigerator

11 1/2
cubic foot
0° to 20° below
freezer

Manitowoc 2-zone



MORE PROOF OF INDEPENDENT LEADERSHIP

Here's something really new — the only complete food storage appliance of its kind anywhere with all these easy-to-sell features:

Takes only 2 1/2 x 3 ft. of floor space . . . five different refrigerator shelf heights accommodate a wide variety of bottles and packages . . . completely separate freezer temperature control — to quick-freeze, just flip a switch . . . styled in colorful Frost-Mint trim . . . lower per cu. ft. price than any separate refrigerator and freezer

of comparable capacity and quality.

What's more, the 2-ZONE is backed with national advertising, colorful direct mail and display material, special promotions tailored to your needs, and a co-op plan that's designed to sell.

The product, advertising, promotion and price are geared to one solid objective — a bigger opportunity for you to make real profit on the lowest possible investment.

**SEND COUPON
TODAY**

for more information on
the new Manitowoc 2-ZONE

MANITOWOC EQUIPMENT WORKS DEPT. EM
Manitowoc, Wisconsin

Please rush facts on 2-ZONE.

Name
Address
City State

NEW PRODUCTS...Freezers and Ranges



ADMIRAL Freezers

Admiral Corp.,
3800 Cortland St.,
Chicago, 47, Ill.

Models: 7 freezers in Admiral 1954 line, 3 upright, 4 chest.

Selling Features: Upright models include 11.49 cu. ft., (11DUF), 14.68 cu. ft., (14DUF) and 18.3 cu. ft. (18DUF) sizes, and feature vented shelves which permit cold air to circulate automatically, dry wall construction to eliminate sweating, sub-zero quick freezing shelves, gold ice trays; condensor in outer wall.

11 cu. ft. model has a 385 lb. capacity; 5 refrigerated shelves, wire basket red warning light; an auxiliary sorting shelf located under 4th shelf from top; door shelves.

18 cu. ft. upright holds 1-ton frozen food; has 3 in. insulation in walls and 4 in. on bottom.

14 cu. ft. model has 514 lb. capacity plus all above features.

Chest models include two 13.2 cu. ft. models (13DHFS and L3DHF) a 16 and a 20 cu. ft. model. Chest models contain a separate dual-freeze compartment extra coils for speedy, sharp freezing; counter-balanced doors with locks, safety handles and Glacier Blue interiors.

13DHFS, 13.2 cu. ft. holds 462 lbs., 2 baskets, dry wall construction, and Dual-Freeze.

13DHF, 13.2 cu. ft. model same without Dual-Freeze.

17DHF, 16.8 cu. ft. model holds 588 lbs.; 20DHF, 20 cu. ft.



PHILCO Freezers

Philco Corp.,
Philadelphia, Pa.

Models: 3 new upright and 3 chest models comprise Philco's 1954 freezer line.

Selling Features: New uprights will

be available in 14, 18 and 25-cu. ft. models; chest models in 8, 13 and 18 cu. ft.

Upright model V-1445, 14 cu. ft. model has freezer bar on inner door panel for small packages; holds 45 frozen juice cans; removable shelves easy to clean. All shelves in upright models are refrigerated except adjustable shelf in V-1445. This model also has a transfer shelf that slides under a shelf when not in use. Both upright and chest models have battery operated alarm bells; 14-cu. ft. model has white exterior with white porcelain enamel interior; V-1845, 18 cu. ft. model and V-2525, 25 cu. ft. model have hammertone anodized aluminum interiors; V-1845 has white exterior; 25 cu. ft. model has grey exterior.

Chest models have white exteriors and white porcelain enamel interiors with Key Largo on inner panel of lid and a transparent Key Largo on sliding utility tray.

H-1335 and H-183 have 3.6 cu. ft. fast freeze compartments which will maintain contact temperatures for sharp freezing as low as 40 degs. below; utility tray for loading and unloading; 3 storage baskets in 12 and 18 cu. ft. model and 2 baskets in 8 cu. ft. model; sloping front design places 70 percent storage above knee level; counterbalanced lids; interior light mounted on lids.



PERFECTION Ranges

Perfection Stove Co.,
7609 Platt Ave.,
Cleveland, 4, O.

Models: Perfection 1954 electric range line includes about 12 different models in 21, 36 and 40-in. sizes.

Selling Features: Built-in griddles, glare-free "light director" surface lamps, multi-use deepwell cookers and double ovens are included in the 1954 electric line. All models finished in white titanium porcelain enamel except for 2 Black Tuxedo top models; all have banquet-size ovens, smokeless broilers; most have built-in space for pots and pans; two 36-in. electric models will have built-in griddles located between the 2 pair of surface units with polished aluminum cover and a cast-in 1550-watt element controlled by an infinite switch on control panel; each model has either a built-in lamp or an available lamp accessory.



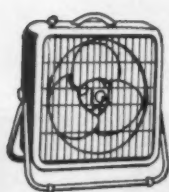
*The Most Imitated Fan Line in America
Brings You*

MORE in '54

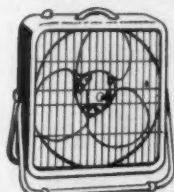


COMBINATION PORTABLE-WINDOW FANS

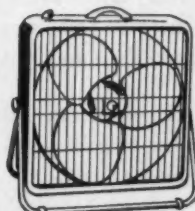
a complete line...combination portable-window fans



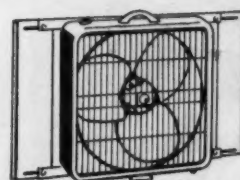
Model 1252
with "TILTA-BREEZ" Accessory



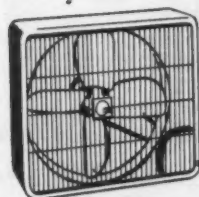
Model 1652
with "TILTA-BREEZ" Accessory



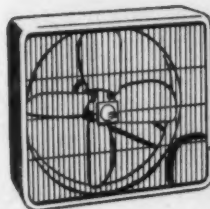
Model 2052
with "TILTA-BREEZ" Accessory



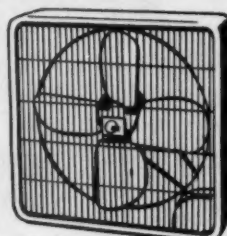
Model 2052



Model 2254



Model 2452



Model 3052



"Porta-Breez"
Accessory

New!
Improved!
Smarter!
Better!

More
Quality
Features!

Fast Sales!

Advertising
Helps!

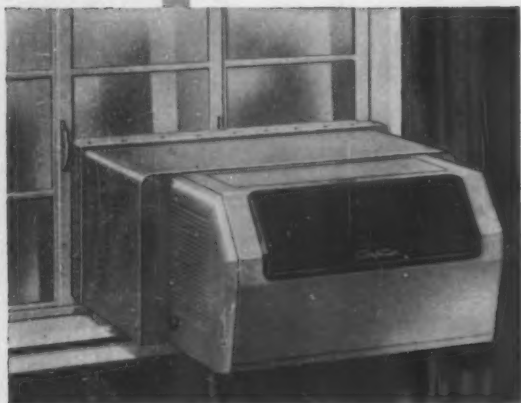


Guaranteed 5 Years... Lau Fan ratings are Certified by the PFMA and carry UL approval. Fans are guaranteed for 5 years and motors carry a one-year warranty.

THE LAU BLOWER COMPANY,

2005 Home Avenue • Dayton 7, Ohio
Write for catalogs and full information.

Fully automatic... heats, too! at no extra cost



CASEMENT WINDOW PROBLEM LICKED



Perfection's exclusive Adapter Kit ends this installation bugaboo. Simply remove two whole panes and two half panes as shown. Special adapter strip "snugs" around cross-members for a perfect fit, making a perfect weather seal. No mutilation of window sash necessary.

- ✓ FOUR CAPACITIES
- ✓ IDENTICAL CABINETS
- ✓ THERMOSTAT EQUIPPED
- ✓ HEAT ELEMENT INCLUDED

Perfection...

COOLS—even the smallest Perfection unit has the cooling power of 20 household refrigerators. "High Cool" for fast relief. "Low Cool" for in-between.

IS AUTOMATIC—factory-installed thermostat lets user dial the comfort desired. Not an accessory. No extra cost!

HEATS—factory-installed heating element for chilly days. Not an accessory. No extra cost!

PLUS...

Lovely Tan-blend finish—Sound muffler—Easy-view climate selector—5-year warranty—Convenient warehouses—28 service depots—Good margins and best terms—60/40 Co-op advertising plan—Wide assortment of down-to-earth, inexpensive sales helps.

PERFECTION STOVE COMPANY
7518-A Platt Avenue, Cleveland 4, Ohio

I'm interested. Tell me more.

Name

Company Name

Address

City Zone State

YOUR HOME DESERVES

Perfection

PORTABLE HEATERS

FURNACES • HOME HEATERS • RANGES • AIR CONDITIONERS • WATER HEATERS

NEW PRODUCTS

... Ranges



ADMIRAL Ranges

Admiral Corp.,
3800 Cortland St.,
Chicago, 47, Ill.

Models: Admiral 1954 line includes 10 basic range models.

Selling Features: Highlighted by an automatic basting rotary roaster, appliance outlets, signal lights, seamless black porcelain enamel oven liners on every model. Line includes six 40-in. models; three 30-in and two 20-in. models.

Two 20-in. models have oversize ovens with 7-min. preheating. one model has 4 surface units.

3DH8, 30-in. model has 23-in. wide oven, 16½ in. high, 20 in. deep with recessed broiling unit.

Features in line include adjustable broiler racks which can be raised, lowered or moved to left or right; new oven venting system assures even heat distribution; automatic timers; deep black removable porcelain enamel tray under each surface unit for easy cleaning; 1-piece Fiberglas insulation wrapped around body and oven; fuse box located behind left storage drawer front panel.

Top deluxe 40-in. range contains every feature plus a second oven; unit has individual heat indicators and oven signal lights.



FRIGIDAIRE Ranges

Frigidaire Div.,
General Motors Corp.,
Dayton, 1, Ohio

Models: Frigidaire 1954 range line of 12 models and features one Imperial model that will cook 7 separate ways without using extra utensils or equipment.

Selling Features: New Imperial range deep-fat fries, simmers, griddle-fries, broils, roasts, bakes and pops corn with integral parts of range.

12 models include 21-in., 30-in.

and 40-in. sizes; features include glass oven doors, single and double ovens, Wonder ovens that will broil and bake at the same time at different temperatures, and giant ovens; some models have Quick-Clean ovens.

Simplified oven cooking controls; a new Multi-Duty Thermizer deep-well cooker, which can be used for deep-frying, steam blanching, etc., divided cooking tops; switches on the back panel and increased wattage on all 6-in. surface units.

Imperial RT-70, top of line has 2 complete baking, roasting and broiling ovens; available with a conventional oven door or the new non-fogging glass Visi-Door (RT-70G) on the large oven; automatic interior light; Multi-Duty Thermizer with 6-qt. utensil and tight-fitting lid, perforated metal basket, baking rack and adjustable trivet and stirrer for popping corn, has an automatic temperature control and a signal light on back panel to show when proper deep-fry temperature is reached. Cook-Master oven clock control with single knob permits automatic cooking of entire oven meals; Time-Signal chimes when cooking is completed and oven shuts off. Radiantube surface cooking unit has new Kant-Slide griddle; 2 utensils can be kept warm or foods cooked slowly in both at same time on this griddle. High back panel has full-width fluorescent lamp.

Three other Imperial models, similar to RT-70 are RT-60 with the Wonder Oven; and a full sized warmer drawer; RT-45 and RT-45G have storage drawer, and the "C" model has a glass Visi-Door. Ovens of all Imperial models are Quick-Clean design. 3 Deluxe ranges include RT-28, a 40-in. model with 2 full-sized ovens; a new high back panel; divided cooking top; Cook-Master oven clock control; automatic appliance outlet; electric time-signal oven signal light; surface unit signal lights; full-width fluorescent lamp; big Even-Heat ovens with automatic interior lights; full-width storage drawer below.

RT-20 Deluxe has same styling as above with a single oven and Thermizer cooker, plus a full-sized utensil storage drawer.

RT-10 Deluxe has top line features such as Thermizer, new 1-piece aluminum drip bowls, on Radiantube surface units.

RT-38, top of 30-in. Thrifty ranges has a new Imperial Cook-Master oven clock control; deluxe styling; high back panel; full-width fluorescent cooking top lamp; 4 Radiantube surface units; Even-Heat oven with 6,275 cu. in. capacity; an automatic oven light; electric time signal; surface unit signal lights; automatic appliance outlets; full-width storage drawer.

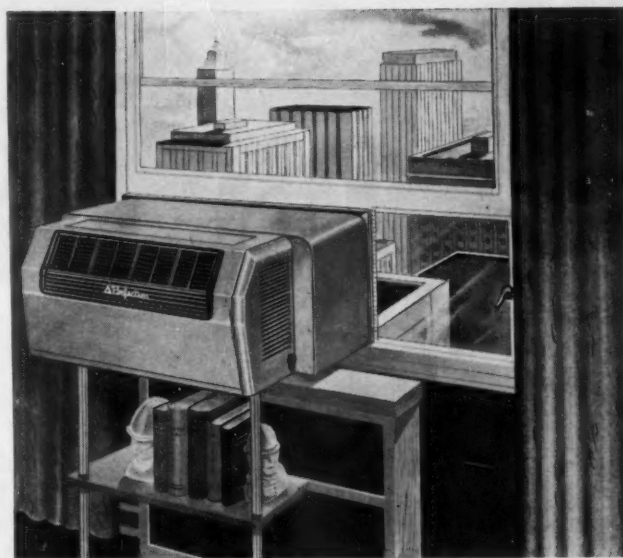
RT-30, another 30-in. model has same features without automatic control or fluorescent lamp.

Two 21-in. ranges for small kitchens RT-4, with 4 Radiantube surface units and RT-3, with 3 surface units equipped with full-size ovens.

inside the glass line!

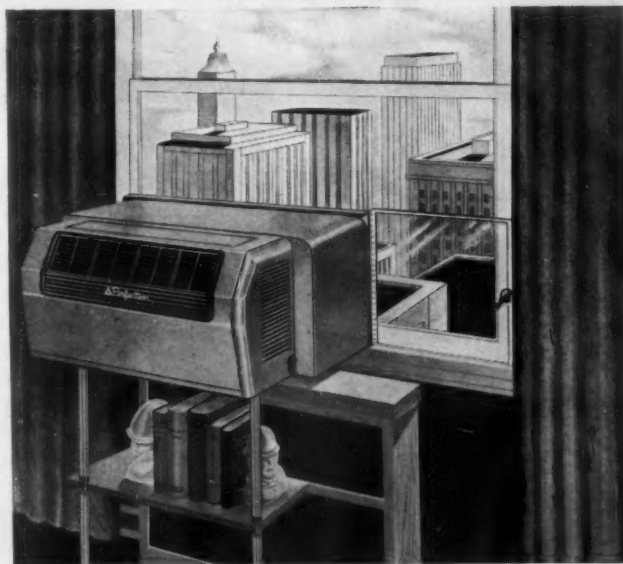
AND

approved by building management



Window Up—Unit On

Window Down—Unit Off



NOW you can really go after the highly profitable office building, hotel, hospital and motel business with the new Perfection adaptation that ends all the installation and operating problems that have plagued these applications.

● Perfection Adapter Kit "cracks" profitable markets you can't touch with other makes. EVEN hotels, motels, office buildings and hospitals are your prospects with Perfection.

● Only Perfection stays "inside the glass line"—doesn't disfigure the face of the building.

● This exclusive feature actually simplifies window washing.

● No winter storage problem. Window closes behind unit.

● No dripping to stain building or annoy pedestrians.

● Four interchangeable capacities in identical cabinets. ½ to 1½ H.P.

● Local Perfection Promotion Plan gets you ready-to-buy prospects at low cost.

THIS IS ACTUALLY HAPPENING.

A typical building manager, once he's seen Perfection's exclusive Adapter Kit says to his secretary, "Take a letter to all of our tenants saying, 'We are happy to advise you that we can now approve air conditioning for your offices provided you use Perfection or equivalent'."

IT'S AS EASY AS THAT! Why don't you take the EASY way, too?



PERFECTION STOVE COMPANY
7518-A Platt Avenue, Cleveland 4, Ohio
I'm interested. Tell me more.

Name
Company Name
Address
City Zone State

comfort-minded customers mean business!..



Signal

means business—

and profits!

THE NEW

Signal

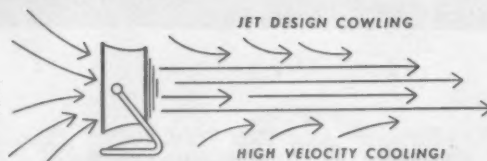


Comes the hot, humid weather and plenty of folks will go scrambling after fans. But not any fan! They'll be after fans with plus features—fans that are guaranteed to give maximum cooling with no more attention than flipping a switch. They'll be after Signal fans because Signal has the plus features—Signal has the "Stout Heart" motor with the 5 Year Guarantee. That's what customers want and it means business *and profits* for you. For fan profits that are real "take-home" profits, sell Signal fans.

JET STREAM HIGH VELOCITY FANS

mean plenty of business and profits!

Jet design cowling, high velocity cooling! Precision-built by Signal, the Jet Stream moves more air over more area—faster. Smoothly quiet, the Jet Stream tilts to almost any angle for complete, more effective cooling of several rooms at a time. Talk about moving air . . . 2500 C.F.M. for Model HV-100, 3500 C.F.M. for Model HV-120. A mountain-top breeze is easy with Jet Stream!



...As advertised

Signal
KS

Electric Manufacturing
Subsidiary of KING-SEELEY CORPORATION



FEATURE screen porch coolness THAT SELLS ITSELF....STAYS SOLD!

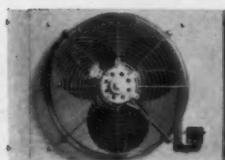


Easy to demonstrate—hard to resist. A flip of the switch electrically reverses the two-speed Signal motor and even Grandma sleeps cool, lives refreshed. Fits any window . . . thin design avoids drape and curtain trouble. Just plug in and zip—it cools, day or night. Sells itself . . . and Signal's "Stout Heart" motor keeps it sold. Guaranteed for 5 Years.



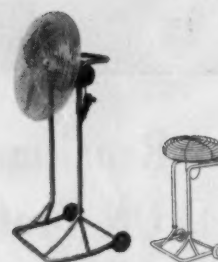
ELECTRICALLY REVERSIBLE SIGNAL WINDOW FANS

MODELS WR-122A, WR-162A AND WR-202
No installation cost. Sliding telescopic panel fits standard windows instantly! Electrically reversible. A flick of the switch drives out hot air or brings in cool air fast. Two speeds each direction. Thin design lets drawn curtains or drapes hang straight. Guaranteed for 5 Years.



SIGNAL EXHAUST WINDOW FAN

MODEL W-201 ONE-WAY EXHAUST
Big blades move 3800 C.F.M., comfortably cool a whole house. Same dimensions and high quality as WR-202 except has husky, 6 pole, one-way, "Stout Heart" motor. Here's low cost cooling everyone needs. Three-speed switch. Full 5 Year Guarantee.



SIGNAL MOBILE FAN

MODEL M-200

The powerful, giant mobile fan for fast cooling of large areas. Rolls anywhere, it's on wheels. Big 20 inch blade guarded by bright polished safety-guard. Two-speeds. Right angle handle permits full air stream adjustment from below horizontal to vertical! Ideal for homes with hard to fit casement or jalousie windows. Guaranteed for 5 Years.

★ ★ ★ THE COMPLETE ONE-SOURCE FAN LINE! ★ ★ ★



SIGNAL OSCILLATOR FANS MODEL 1251A

Accepted world leader for quality, performance and superb craftsmanship. Fully enclosed mechanism. Smart, blue-grey finish, with bright polished guard to harmonize with home and office surroundings. Three-speed switch. For quality cooling features at modest price, feature the COOL SPOT line. SIGNAL and COOL SPOT fans are outstanding values . . . both are Guaranteed for 5 Years.



SIGNAL AIR CIRCULATORS MODELS CF-20A AND CF-24A

Full spiral safety-guard meets all safety code requirements. Moves mountains of air quickly and quietly: 3800 and 5000 C.F.M. CF-20A air stream adjusts from vertical to 15 degrees below horizontal, in 15 degree steps. CF-24A air stream adjusts 15 degrees above and below horizontal. Height is variable from 4'4" to 7'6". Guaranteed for 5 Years.



SIGNAL FLOOR FANS MODELS TF-122 AND TF-123

Handsome, powerful, useful . . . delivers 3500 C.F.M. in circular draft-free pattern. Completely enclosed blades. Three-speed switch. Stain-resistant, hand-rubbed Walnut (Model TF-122) or modern Blonde (TF-123) finished wood. A perfect table, hassock or TV seat, too. Guaranteed for 5 Years.



Get the full story on Signal fans . . . Write for your free Signal fan catalog today.



Signal COOL-CONTROL FANS

The One-Way Traffic Line . . . That Stays Sold!
It's Guaranteed for 5 Years

in-LIFE POST

Company, Menominee, Michigan



The Signal 5 Year Guarantee puts more profit in your pocket because you sell 'em and forget 'em. Satisfied users report as much as 10 and more years of almost constant fan service. The "secret of life" is in Signal's "Stout Heart" motor. Signal makes its own motors and folks who know, know about Signal's 63 year reputation in the motor business.

The Complete One-Source Fan Line!



Motor Repairman Says KLIXON Protectors Prevent Motor Burnouts

PORTSMOUTH, N. H.: George R. Chick, owner of Chick's Motor Company, sales and service station for many well-known appliances, speaks from thirty-four years experience about the burnout protection given by KLIXON Inherent Overheat Protectors.

"We have handled many hundreds of repair jobs on electric motors. Our experience has been that without Klixon Protectors we would have had many more burnouts and repair jobs, at a great expense to our customers. Motors without these protectors, and there are still a few, give us a great deal of trouble."



KLIXON

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protector, illustrated, is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2502 FOREST STREET, ATTLEBORO, MASS.

NEW PRODUCTS . . . Ranges



MARION Range

Rutenber Electric Co.,
Marion, Ind.

Model: Marion 30-in. range No. 1430.

Selling Features: Incorporates a large oven automatically illuminated and a large storage drawer; surface units include one 2100-watt unit and three 1500-watt hi-speed units; acid resistant porcelain finish; new fluorescent lamp and timer illuminates entire surface area.



KELVINATOR Ranges

Kelvinator Div.,
Nash-Kelvinator Corp.,
Detroit, 32, Mich.

Models: Kelvinator 1954 range line consists of 4 basic models, and each basic has a companion for special customers, totalling 8.

Selling Features: A "bonus broiler"—a transferable broiler unit in 2 of the basic 40-in. models, which makes it possible to broil and bake simultaneously in a single-oven range; broiler-unit is simply moved from its right-hand oven position and fitted into a special outlet in left hand storage compartment. Another feature is a removable oven bottom for easier cleaning.

Line includes six 40-in. and two 30's; features include Micro tube instant-heat surface units; thinner rod-type coils; removable chrome surface-unit rings; bowl-type porcelain drip-pans; Picto-heat controls with easy-to-read markings which are illuminated on 2 models; gull-width storage drawers with pocket-racks to store pan lids; compact rod-type oven units encircle bottom of oven without heat deflectors.

Basic model ER-494, a deluxe 40-in. range with illuminated Picto heat switches, automatic clock, oven timer and electric interval timer, timed appliance outlet; single oven with bonus-broiler; sepa-

rate signal light and switch control.

Companion to ER-494 is a double-oven counterpart—ER-494D which features a complete flood-lights second oven.

ER-474 basic has new backguard, Picto-heat controls, up-down unit, removable oven-bottom; bonus broiler; automatic oven control and minute timer; Companion model ER-464 has same styling with standard features.

Basic ER-434 is a standard manual-control 40-in. range with left-hand storage compartment; roll-out storage drawer which may be converted to fully automatic range by adding Kelvinators new oven-timer and lamp accessory.

Basic ER-354, deluxe 30-in. range with giant oven, top light, automatic oven control and minute timer and Picto-heat switches. Its standard companion is ER-324.



PHILCO Ranges

Philco Corp.,
Philadelphia, Pa.

Models: 1954 Philco range line features a new 23-in. wide oven in 40 and 30-in. sizes.

Selling Features: Extra-wide oven is 23-in. wide, 16-in. high, 18-in. deep; gray porcelain enamel oven liners; handle treatment is carried through on door of vertical storage compartment which has a sliding pan rack to hold pans and lids, a utensil rack on side of door, a storage compartment above sliding utensil rack.

Color styling is retained on control panel in a choice of red, yellow, platinum and Key Largo.

No. 449, 40-in. range has Broil-Under-Glass broiler which can be operated on high or low broil position; removable Jiffy griddle; 4 surface units including a Jiffy-Lift deepwell cooker; Thermo-Color surface switch dials; Quickset timer.

30-in. models feature an L-shaped arrangement of surface units; a deluxe, double oven range and an apartment house size range with 4 surface complete line.

Briefs

Solar "Eycase" kitchen light, a 150-watt lamp fits any ordinary socket, has a medium base, and A-23 bulb and an average rated life of 1000 hrs; remains white throughout its life.

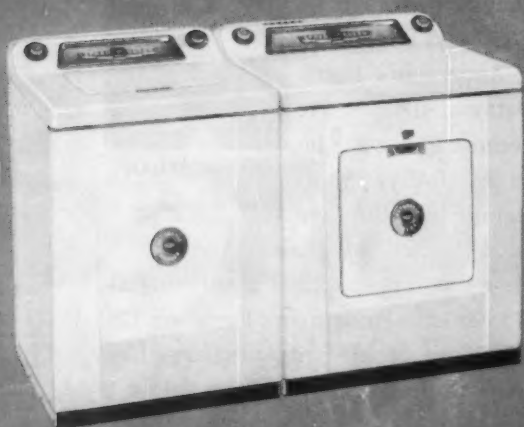


Built to do the
Job... **BETTER!**

- Uses Speed Queen's famous Band Tub and Agitator washing principle.
- Uses deep, overflow, agitated rinse, 3 spray rinses.
- Automatic sediment ejector.
- Spin extraction, 625 r.p.m.
- Fluid drive.
- All-white porcelain top.
- Low hot water consumption.
- Complete flexibility of cycle control.
- All mechanical units designed for easy accessibility.

WASHABILITY and DEPENDABILITY

Unmatched in the entire automatic washer field!



the new  *Royal Pair*
AUTOMATIC WASHER AND DRYER

From Speed Queen dealers across the nation come statements like these:

"We have installed a large number of Speed Queen Automatics, and our records show a very minimum of service."

"We have sold over 200 Speed Queen Automatics; they're as trouble-free a product as you can find."

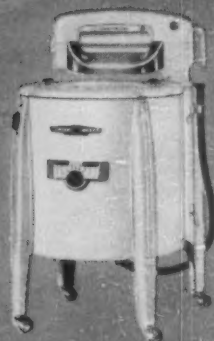
"After hundreds of installations, including laundrettes and apartments, we are pleased to report practically no service."

It is hardly necessary to point out (1) the tremendous value of the satisfied user (as against the detrimental influence of the Dissatisfied user), and (2) the larger net profit that every low service-cost sale puts in your bank account!

Why not let the complete and dependable Speed Queen home laundry line bring about a happy ending to your high service cost problems!

You'll find an interview with your Speed Queen district manager well worth while. Write or wire . . .

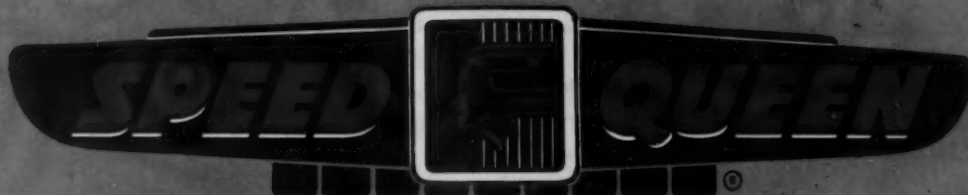
SPEED QUEEN CORPORATION • RIPON, WIS.



4 WRINGER
MODELS



4 CABINET
IRONER MODELS



The Royal Family of Home Laundry Equipment



Free display kit, shipped with each Tide order, was effectively used to merchandise store's twin bonus offers. Kit, containing window streamers, posters, counter cards and newspaper mats played a major role in building traffic.



Traffic increased 300% as women found the combination of a brand-new Speed Queen washer, plus a supply of Tide, too good to pass up. Tide, America's largest-selling washday product, is a powerful name to prospects!

Tide Promotion Plan Boosts Washer Sales 300% For Speed Queen Dealer

Ottawa, Illinois store ties in with Tide's popularity—ups volume from 3 to 12 washers sold per week



Two Tide offers, made possible by the flexibility of the Tide Plan are discussed in meeting between (l. to r.) Speed Queen District Manager, Reed Severin, dealer Phil Anderman, and store salesman, Bill Feldberg.

"Tide keeps my Speed Queen sales well above average, and also keeps my customers happy with their results after the sale," says Phil Anderman, owner of Anderman's Furniture Co., in Ottawa, Illinois. He should know because at regular intervals over the past five years, his store has successfully used the Tide Promotion Plan on a continuing basis.



PHIL ANDERMAN

Taking advantage of Tide's special advertising allowance of \$1.75 per case, Anderman's Furniture Co. uses the Tide Plan for a double-barreled offer: (1) a box of Tide given to prospects who come in for a washer demonstration; (2) a year's supply of Tide given with each Speed Queen washer purchased. Results? A 300% increase in Speed Queen washer sales—volume up from 3 washers sold a week to 12 a week. Salesman Bill Feldberg says, "I find Tide is the best sales clincher I've seen in my nine years of selling washing machines." Would you like to put Tide's power to work in your store? Then just study this Tide Plan success story—and act!



Store demonstrations jumped 300%! And maximum results were obtained because Anderman's Furniture Co. demonstrated with Tide. They got top performance—the cleanest, whitest wash possible . . . with no soap film left in the washer.



Prospects become customers as Tide clinches another sale. For five years, Anderman Furniture Co. has seen Tide swing sales their way. With a 300% gain in sales already behind them they're continuing to tie-in with Tide.

THIS IS THE TIDE PLAN . . .

It Worked in Ottawa, Illinois—It Can Work for You!

Here are the terms: As a dealer, you can get Tide at the regular Procter & Gamble Sales Department prices* less a special advertising allowance of \$1.75 per case (net cost to you approximately \$5.00 per case—minimum order 5 cases). And with your Tide, you also get a colorful free display kit imprinted with the name of any washer brand you designate. In return, you agree to use all of the Tide you order in any or all of the following ways:

1. Use Tide for bonus offers—offer a supply of Tide with the purchase of a washer (minimum offer 1/3 of case per washer sold).

2. Use Tide to build traffic—offer a box of Tide to each prospect who comes in to watch a washer demonstration.

3. Use Tide for demonstrations—get top performance from your washers. Tide gives you a clean, clean wash . . . leaves no soap film. Laboratory tests prove it!

4. Use Tide for displays—feature the Tide merchandise offers in your advertising and display Tide with your washers.

**Prices subject to change without notice. Shipped C.O.D., freight prepaid.*



Tide

is your best tie-in because . . .
**IN EVERY MAJOR BRAND OF
 AUTOMATIC AND WRINGER WASHERS,
 MORE WOMEN USE TIDE THAN
 ANY OTHER PRODUCT ON EARTH!**

CLIP COUPON BELOW—ORDER YOUR TIDE TODAY!

Box A
Tide Home Laundering Bureau
1429 Enquirer Building
Cincinnati 2, Ohio

Please ship us _____ cases of Tide (minimum order 5 cases). We agree to use all the Tide on this order in accordance with the terms of the Tide Promotion Plan described above.

Store Name _____

Street Address _____

City _____ State _____

Ordered by _____

(Please check boxes below for promotion material desired.)

() Please send us at no cost, a washer promotion display kit containing wall posters, window streamers, and counter cards bearing the name of _____ washer.

Also include at no cost, the following newspaper mats for the purpose of advertising our washer promotion.

() 2 cols. x 3" () 2 cols. x 6" () 3 cols. x 5" () 3 cols. x 10"

BE Sure with **CORNISH**

heavy duty extension cord sets

For HOME, OFFICE and FACTORY use

for Lawn Mowers, Hedge Trimmers,
Portable Tools, Washing Ma-
chines, Refrigerators, Fans,
Business Machines,
Small Motors



Push these rugged service units! Husky black rubber cords in stand-ard lengths; integral molded-on components. Female connector has double contact blades, insuring perfect connection. Moisture-proof... strain-proof... Real GLUTTONS for PUNISHMENT!

CAT. NO.	LENGTH	CORD TYPE
3543	15 ft.	18/2 6/30SJ
3544	25 ft.	18/2 16/30SJ
3545	50 ft.	18/2 16/30SJ
3546	25 ft.	16/2 26/30SJ
3547	50 ft.	16/2 26/30SJ
3548	100 ft.	16/2 26/30SJ

Individually cased—Packed 20
in Standard Shipping Package

industrial extension cord sets

ALL-RUBBER components built to withstand crushing loads and impacts that would damage other types of wiring devices beyond repair. Both male and female components are integral molded-on, waterproof, strain-resistant units... features that make these cord sets unequalled for use as power extension cord sets on all types of portable devices used in construction work, shipyards, manufacturing and industrial plants requiring two-wire service. Supplied in 25-, 50- and 100-ft. lengths 16/2, 14/2 and 12/2, type S cord.

replacement cord sets

for Lamps, Radios, Small Appliances

6-, 8- and 10-ft., 18/2 type SP-1 brown cord, with molded-on plastic plug. Appliance end stripped 3/4". Hanked, with UL Green Cord Set label applied.

for Vacuum Cleaners, Small Tools, Mixers, etc.

6-, 10- and 20-ft., 18/2 type SV black cord, with molded-on plug. Appliance end jacket removed 2"; conductors stripped 1". Hanked, with UL Green Cord Set label applied.

for Trouble Lights, Small Motors, Tools, etc.

6-, 10- and 20-ft., 18/2 16/30 SJ black cord with molded-on plug at one end. Appliance end jacket removed 2"; conductors stripped 1". Hanked, with UL Green Cord Set label applied.

ALSO Replacement units for Electric Irons
and other Home and Office appliances



electric range cord sets

3-, 4-, 5- and 6-ft., type SR rubber covered range cable. Two #6 and one #8 conductors for 50 amp., or two #8 and one #10 conductors for 35 amp. service. CORNISH #500 molded-on plug vulcanized to cable for longtime water-repellent security. Equipped with suitable terminals and metal strain relief. Each cord individually boxed.

Support your local Adequate Wiring Bureau program

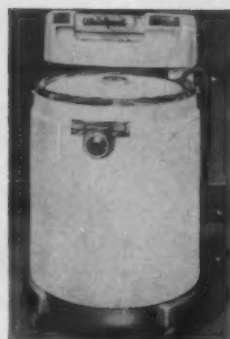
CORNISH WIRE COMPANY, INC.

50 Church Street

New York 7, N. Y.

NEW PRODUCTS

Laundry Equipment



WHIRLPOOL Surgomatic

Whirlpool Corp.,
St. Joseph, Mich.

Model: Whirlpool Surgomatic semi-automatic wringer washer.

Selling Features: 1-piece Rotunda cabinet, 25 1/2 in. diam encases washer; Surgomatic timer guide for various fabrics and minute marks for wash period up to 20 min., located on cabinet front; may also be set on "hold" for continuous operation; bell rings at end of selected period and automatically shuts off; 2 push-button controls on front control panel; single, chrome-plated extractor control lever stops, starts, reverses wringer roll action; 10 lb. capacity; rust-resistant cover with Vinyl plastic rim; 4 swivel casters; 8-ft. retractable power cord automatically rewinds on a reel inside cabinet when not in use.

fabric guide may be set at "hot" for whites and cottons, "Med" for prints and colors; "Warm" for wool, nylon and delicate fabrics; colored light indicates temperature selected.

Suds-Miser attachment is optional. Other features include 9 lb. capacity; Agiflow water action; 7 rinses; interior ultra-violet lamp; top loading door with convenient finger-tip release; dual cycle tone sounds when wash is completed; self-leveling legs.

Supreme washer has most features in Imperial. Low-consol control panels; timer dial for same selective cycle as Imperial unit and water temperature selector for "hot" or "warm"; 9 lbs.; Agiflow wash action; 7 rinses; ultra-violet lamp; top loading; dual cycle tone signal.

Deluxe washer for small homes and apartments is only 24 1/2 in. wide, 36 in. high; has 8 lb. capacity; timer dial, water temperature selector; selective cycle and automatic similar to Supreme.

Low-priced Deluxe has easy-to-install, optional retractable caster base for roll-away washing; top loading; Agiflow wash action; 7 rinses; damp dry spin; self-leveling legs; white baked-on enamel finish.

WHIRLPOOL Dryers

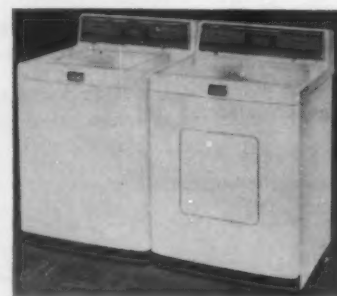
Whirlpool Corp.,
St. Joseph, Mich.

Models: 3 automatic dryers—Imperial, and 2 Supreme dryers in electric or gas.

Selling Features: Imperial has a Guide Lite control and 3 temperature selectors for different fabrics on dryer panel—"hot" for wools, "Med" for cottons and whites; "warm" for nylons and silks; also has "delicate fabric" control; colored light shows temperature selected during operation; up to 20 lbs. wet or 10 lbs. dry can be dried at a time; Therma-Flow circulation provides fast drying; Ultra-violet lamp; light illuminates interior when front-loading door is open and tumbler and element automatically shut off, when door is closed dryer begins operating again; cycle tone signals when drying is finished; built-in lint screen on top of dryer cabinet for easy cleaning; baked white enamel cabinet—companion to Imperial washer.

Supreme in gas or electric, has adjustable dual contact temperature control with settings of 135, 165 and 195 degs. F. as well as dryer timer dial; load capacity, exclusive Therma-Flow drying action, push button door release, lint trap and interior light same as Imperial; white baked-on enamel finish to match Supreme washer.

A 24-in. wide, flat-top version also available with gas or electric heating. Both units have fixed thermostat temperature controls with lint traps on back.



WHIRLPOOL Automatic Washers

Whirlpool Corp.,
St. Joseph, Mich.

Models: 1954 line of home laundry appliances includes 4 automatic washers—Imperial, Supreme, and 2 Deluxe models.

Selling Features: Imperial, fully automatic, features a Guide Lite control on illuminated console control panel; colored guide light follows operation of washer through fill, wash, rinse and damp dry cycle selective from 19 to 38-min.; flexible operation makes it possible to stop, change or reset at any time during cycle.

Select-a-level automatic water level control for full or partial loads; high setting allows 17 gal. water for washing and low allows 14-gal.; any water level may be selected by moving control dial past 10-min. mark to start washing cycle.

3-temperature water selector and

\$50,000 "TELL & SELL" CONTEST

For Dealers and Servicemen* who use RCA Tubes



1954 DeSoto Automatic "Hard-Top"—170-H.P. Fire Dome V8 engine, Power-Flite Transmission, Power Steering . . . completely equipped, including radio and heater.

1954 Dodge DeLuxe 1/2-Ton Panel Truck—complete with "Truck-o-matic transmission," radio, heater and accessories . . . plus a full set of RCA Test Equipment, aluminum ladder, and winner's business name and address on truck panel.

Here's all you do—

Get an entry blank from your RCA Tube Distributor Salesman. Complete the following sentence in 25 additional words or less:—

"I use and recommend RCA Tubes because"
It's as easy as that . . . and you may enter as often as you like, but each entry must be on an official entry blank.

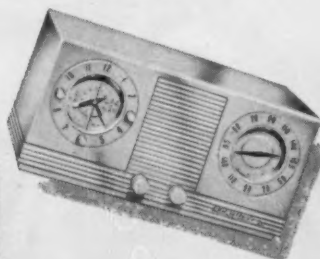
Hints to help you win

See your RCA Distributor Salesman right away. He has a copy of the "clue book" waiting for you. This book contains full details on the whole exciting "Tell and Sell"

Campaign, including contest rules.

You may win first prize . . . so don't waste a moment. Contest closes April 30, 1954.

*Your RCA Distributor Salesman will be glad to help you . . . because if you win, he wins a duplicate prize!



400 FABULOUS PRIZES

including:

- * TV sets
- * Watches
- * Cameras
- * Air Conditioners
- * Test Equipment
- * Radios
- * Ranges



RADIO CORPORATION of AMERICA

ELECTRON TUBES

HARRISON, N. J.

SO YOU CALL YOURSELF



A SALES MANAGER

Maybe you're a bird dog, too.

Sure, you handle salesmen.

But do they know *all* that you do for them?

In addition to directing them, marking out territories, setting quotas . . . do they realize you take pains to prepare their prospects for their calls?

You find the "game" for them to shoot. That makes you a bird dog.

In the marketing of electrical appliances and radio-TV sets you know that the biggest birds are in the field covered by *the one paid circulation trade magazine* available.

So, with your Advertising Manager and your advertising agency, you make sure you dominate it. If you can afford all the publications reaching the field, fine. Otherwise, you insist on full representation in the leading publication that is bought by more dealers and distributors than any other in the field.

The biggest dealers, the smartest distributors your salesmen call on—buy ELECTRICAL MERCHANDISING. They need it to get new selling ideas, to keep up with new products, new models. If *your* line is in, they know it. They are likely to spend more time selling your line when it is in ELECTRICAL MERCHANDISING.

You want a schedule to keep them keeping up with *your* make, your franchise?

Just tell your Advertising Manager you want to be sure you are competitive in the appliance-radio-TV market. We'll work out with him a plan to fit his budget which will help give you improved distribution and a bigger share of the market.



A McGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

alone

will

cover the market **alone**



Motor Repairman Says KLIXON Protectors Turn Major Repairs Into Little Ones

DETROIT, MICH.: Mr. Bruce W. Palmer, president of the Palmer Electric Company, oldest electrical contract and repair business in Detroit — knows how well Klixon Inherent Overheat Protectors prevent motor burnouts from long experience. He sees them in hundreds of motors every year. Uses them himself in manufacturing the Palmer Beverage Coolers. He says:

"No device is more secure for protecting motors against burnouts than a KLIXON Protector. We find motors protected with a Klixon usually require only minor repairs, while those not so equipped develop major repair problems."



Manual
Reset

Automatic
Reset



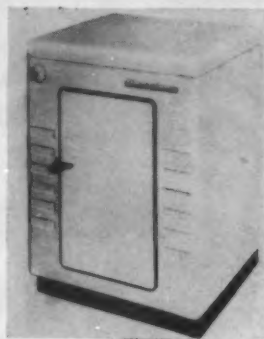
Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protector, illustrated, is built into the motor by the manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2502 FOREST STREET, ATTLEBORO, MASS.

KLIXON

NEW PRODUCTS



DOUGLAS Dryer

Douglas Home Appliance Div.,
Pennsylvania Range Boiler Co.,
24th & Ellsworth Sts.,
Philadelphia, 46, Pa.

Device: Douglas automatic dryer.

Selling Features: Full 10 lb. capacity; new drying system puts all the heat in all the clothes all the time, providing faster drying, less shrinkage; front and back venting; jumbo, front-clean lint trap; solid tub construction; new type "Even Flow Heat" heating element.



HOOVER Cleaner

The Hoover Co.,
North Canton, O.

Model: "Pixie" portable cleaner.

Selling Features: Designed for quick "pick-up" jobs for above-the-floor cleaning; a 19-ft. rubber-covered cord allows free movement; weighs 4½ lb.; light blue and gray enamel finish with light blue bag; Hoover Veriflex hose; ⅛ h.p. rubber mounted motor, a.c. or d.c.; tools same as used in Hoover No. 63 upright, include wands, floor brush, dusting brush and crevice tool; can also be used as a "hand vac" by attaching nozzle directly to motor shell.



EUREKA Cleaner

Eureka Div.,
Eureka Williams Corp.,
Bloomington, Ill.

Device: New Eureka Roto-Matic canister-type cleaner.

Selling Features: Increased suction

power and new styling featured; motor has been increased from ¾ to 1 h.p., with a water-lift rating of 57 to 60 in.; 2-color scheme of red on top half of machine and silver gray base; tools, hose are gray; motor floated in rubber cushion suction can be reduced through special "bleeder" opening for non-pulling cleaning; 2 features retained from first Roto-Matic include Attach-O-Matic tools that clip to cleaner and a swivel top; triple filtering, disposable paper dust bags; low center of gravity; 20-ft. cord locks to side of cleaner with plastic clamp; cleaner weighs only 15½ lbs.



FILTER QUEEN Accessory

Health-Mor Inc.,
203 N. Washbush Ave.,
Chicago, 1, Ill.

Device: Filter Queen announces a new type attachment holder called the Crown, to keep cleaning tools within reach.

Selling Features: All-steel attachment fitted with 5 upright posts over which fit the most frequently used house-cleaning accessory tools such as the floor duster, upholstery brush, small rug nozzle, round dust brush and crevice tool; keeps tools elevated away from the sides of machine. Once snapped into place the Crown need never be removed. A spiral post-construction also permits winding the cord so it remains upright. For model 350 only.



NAXON Crock

Naxon Utilities Corp.,
3600 W. Touhy Ave.,
Chicago, 45, Ill.

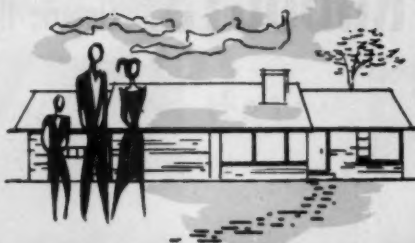
Device: Naxon flavor crock.

Selling Features: Automatic crock-lined cooker-roaster; 3½ qt. capacity; thermostat control; cooks food in their natural juices, needs no water; chrome exterior with walnut trim; 200 watts, a.c. only.

SMALL HOMES



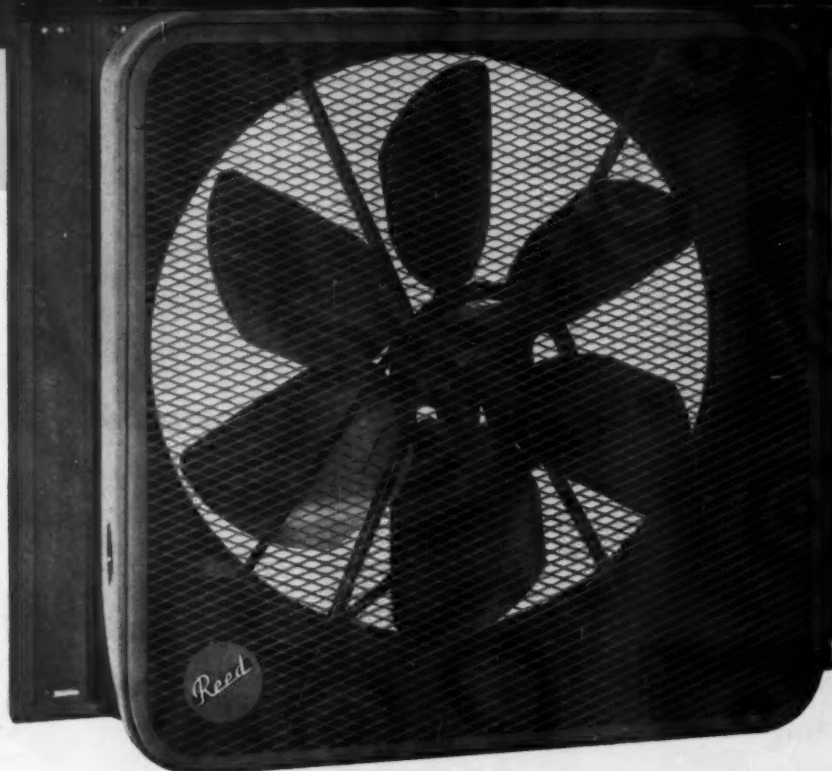
MEDIUM HOMES



LARGE HOMES



Summer traffic starts here...



the Reed fan family.



No matter where your customers live—small, medium or large homes, there's a member of the Reed Wind-O-Vent fan family for complete comfort-cooling. One model, the Reed RTS reversible, two-speed Wind-O-Vent, comes in three sizes—22, 26 and 30 inch, with corresponding *certified* air delivery ratings. Other models smaller and larger. And remember—in summer *everyone* wants to keep cool, and *everyone* can afford a Reed.

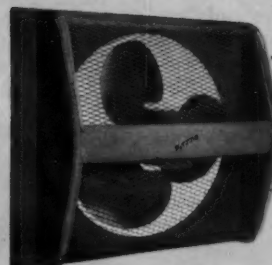
There's a wealth of profit in this promotion package.

Dealers who have used it say the Reed promotion package is revolutionary in the fan business. With it, you can really start swinging on fan promotion and sales. Liberal factory participation, displays, newspaper, radio and TV ads with a *local* punch. It's yours to profit by with Reed, and only with Reed. Ask your distributor or write direct today.

REED UNIT-FANS, INC.

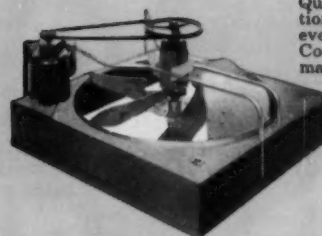
N E W O R L E A N S , L A .

Reed
WIND-O-VENT FANS



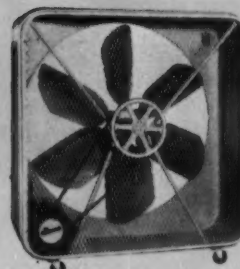
Small, compact, ideal for apartment, bedroom or kitchen. Quality at low cost.

NEW 20-INCH DIRECT DRIVE WIND-O-VENT



Quick, easy installation. Stock sizes for every requirement. Completely automatic shutters.

PACKAGED ATTIC FANS



PORT-O-VENT FANS

Two-speed reversible, three sizes. Ideal for portable home cooling.

Reed Unit-Fans, Inc.,
1001 Saint Charles Ave.,
New Orleans 8, La.

Send me full information about the Reed Fan Line and Dealer Promotion Plan.

Name

Address

City State

M-2



G-E Coffeemaker

General Electric Co.,
Small Appliance Div.,
Bridgeport, 2, Conn.

Device: G-E automatic coffeemaker.

Selling Features: Automatically makes from 2 to 9 cups percolator coffee in from 4 to 15 min.; once made coffee remains at serving temperatures indefinitely; and if disconnected it can be reheated without re-percolating by setting the reheat control; also suitable for preparing instant coffee; its 800-watt unit speed-heats up to 14 cups instant coffee; brew selector provides mild, medium or strong coffee and "re-heat"; red indicator light signals when coffee is ready; cup markings are indicated on inside; safety-grip handle with special plastic guard against side; balanced for easy pouring.



WEST BEND Serv-It

West Bend Aluminum Co.,
West Bend, Wis.

Device: West Bend Serv-It simmer-server.

Selling Features: Consists of a 2 qt. brown glazed ceramic serving dish or casserole with scalloped edge and stainless steel cover; electric base of chrome steel is separate; equipped with 95-watt unit, 110-120 volts, a.c. or d.c.; overall height 5½ in.



ELECTRO MAT

Interstate Rubber Products Corp.,
908 Avila St.,
Los Angeles, 12, Calif.

Device: Electro Mat. foot warmer.

Selling Features: Weighs approximately 5 lbs.; measures 14 x 21 in.; small enough to be moved from desk to desk without difficulty; consumes only as much power as a 100-watt lightbulb.

NEW PRODUCTS...Electric Housewares



UNIVERSAL Mixablend

Landers, Frary & Clark,
New Britain, Conn.

Device: Universal redesigned Mixablend.

Selling Features: Designed to match Universal Coffeemate and Cook-a-matic in appearance; new 32 oz. shaped Pyrex, self-cleaning glass container with funnel top gives whirlpool action for thorough mixing; 4 steel blades have serrated edges; 2-section top for adding ingredients during blending operation without splash; 2 speeds: high, 15,000 rpm; and low, 12,000 rpm; chrome finished, black plastic base.



TOASTSWELL Fryer

The Toastswell Co.,
620 Tower Grove Ave.,
St. Louis, Mo.

Device: Toastswell all-purpose fryer.

Selling Features: Equipped with removable "Magic Circle" Calrod type element that can be used in any kettle it fits; fry kettle has 6 qt. capacity, removable legs; kettle can be used to store cooking oil in refrigerator after element has been removed or it can be used on stove same as any other kettle; entire unit may be dismantled for cleaning.

DORBY Mixer

Dorby Co.,
Merchandise Mart,
Chicago, 54, Ill.

Device: Dorby E-30 portable mixer.

Selling Features: Beater is scientifically placed to create efficient uniform whipping and beating action; scientifically placed air holes produce fluffy food; bowl is graduated internally for accurate measuring; detachable beater is easy to clean; streamlined; on-off fingertip control; chromeplated; 9½ in. high, 4½ in. wide, weighs 3½ lbs.



WESTINGHOUSE Coffeemaker

Westinghouse Electric Corp.,
Mansfield, O.

Device: Westinghouse 1000-watt percolator-type coffeemaker, No. PE-541.

Selling Features: Automatically brews 9 cups coffee in 9 min.; or as little as 2 cups at a time; features high velocity pumping action and a new type fully perforated basket; chrome-finished copper bowl and lid with plastic spreader instead of bubbler; wide-spaced handle and base of black phenolic plastic; settings from "mild" to "strong"; a signal light above control knob glows red when coffee is ready for serving; 2 thermostatically controlled heating elements—one 350 watts the other 650 watts—both operate for fast pre-heating of water then 650-watt element automatically cuts off; when coffee has been brewed to taste the 350 watt element cuts off and the 650 watt element cycles on-and-off to maintain serving temperature; a.c. only.



AMECO Boilmaster

American Electrical Appliance Corp.,
1060 Washington Ave.,
Bronx 56, N. Y.

Device: Ameco Instant Boilmaster.

Selling Features: Will boil, cook or heat any instant food product from coffee to poached eggs, baby's formula, cereals, hot chocolate, frozen foods, etc.; heavy gauge copper cooking pan has a triple-plated chrome finish on interior and exterior; has a 6 cup of 32 oz. capacity; operates on 110-volts a.c.-d.c.; Sa-Fuse with automatic cut-off disconnects appliance automatically if it is allowed to boil dry; can be completely immersed in water for easy cleaning.

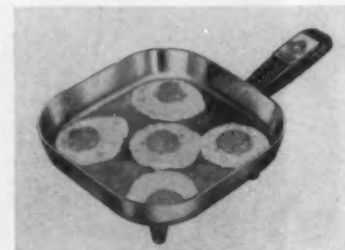


TELECHRON Clock

Telechron Dept.,
General Electric Co.,
Ashland, Mass.

Model: New "Swirl" wall clock.

Selling Features: Has white textured dial, black hands, red sweep second hand, 3-dimensional numerals set against colored recessed background; molding hides cord; 6½ in. diam; available in cherry red, yellow, blue and charcoal.



SUNBEAM Frypan

Sunbeam Corp.,
5600 Roosevelt Rd.,
Chicago, 50, Ill.

Device: Automatic frypan.

Selling Features: Controlled heat provides cooking automatically such foods as bacon, eggs, pancakes, etc.; easy-to-see Fry-guide gives recommended frying temperature with thermostatic control, results in less grease absorption into the foods; square design for large quantities; water-sealed element can be immersed in water for washing; Bakelite legs; glass and aluminum covers at slight extra cost.



SILVER KING Percolator Set

John H. King Co.,
La Grange, Ill.

Device: Silver King automatic silver coffee percolator set No. SK-54.

Selling Features: Set includes 4 pieces in Old English Gadroon period heavy nickel silverplated on copper—sugar bowl and creamer, tray and percolator that automatically perks 4 to 10 cups; shuts off automatically; keeps coffee at proper drinking temperature; can be set for any desired strength; ebony plastic handle; non-drip spout.

Have you seen



the new **ILG** home cooling line?

COMPLETELY RESTYLED...
PRICED FOR ANY BUDGET!

Heard what everyone's saying?



THEY'RE BETTER
BY DESIGN WITH
EXCLUSIVE NEW
SALES FEATURES!



New ILGROLLAIRE, RA-204

Utmost in portability... two rubber casters make it convenient to move from room to room. Height can be adjusted from 42" to 60". Has full 360° pivot. Three speed control, six foot cord.

New ILGWINDOWAIRE, WA-204

For use as an exhaust fan or as intake fan... change from one to the other in just 8 seconds! Ideal as a floor circulating fan. Includes adjustable window panel that fits any window from 20" to 36" wide. Three speed control, six foot cord.

New ILGDUALAIRE, DA-204

An all-around good fan with so many all-around uses. For use as hassock fan, blowing up or down... in vertical position as a floor circulating fan with 360° pivot... or as a portable exhaust cooling fan. Three speed control, six foot cord.

ILG ELECTRIC VENTILATING CO.

2850 N. Pulaski Road, Chicago 41, Illinois



Have you called

your local **ILG** wholesaler yet?

... DO IT NOW !





EMERSON TV Set

Emerson Radio & Phone Corp.,
111 8th Ave.,
New York, 11, N. Y.

Model: Emerson No. 1006 table TV set.

Selling Features: One of the twelve 21-in. Decorite table TV sets in Emerson 1954 line available in wood cabinet finishes of walnut, maple, blonde, linked oak mahogany or Emersonite mahogany. No. 1006 has maple finish.



DUMONT TV Sets

Allen B. DuMont Laboratories Inc.,
35 Market St.,
East Paterson, N. J.

Models: Four 21-in. TV sets, 2 console and 2 table models.

Selling Features: Benton, a 21-in. "giant screen" contemporary, all-wood table model available in mahogany, walnut or limed oak grained finishes; features Dumonitor, factory adjusted for best signal; extra-powerful 5 in. speaker (6-in. magnet speaker in Benton mahogany veneer only); provision for all-channel UHF with an illuminated selector dial; continuous tone control; phono-jack and switch; acoustically matched DuMont tone system; AGC; automatic Selfocus picture tube and 41 mc IF amplifier; available with a caster-equipped matching wood base.

Preston, wood table model, decorator finished in mahogany or limed oak hardwood veneers with rosettes in 4 front corners; giant 8-in. permanent magnet speaker; 245 sq. in. full picture viewing area; built-in antenna; removable laminated or tempered safety glass permits easy cleaning; tilted filterglass picture tube; 41 mc IF; caster-equipped wood base available at extra.

Newport full-door modern wood console in choice mahogany or limed oak; 10-in. permanent magnet speaker; features advanced "fingertip" full-length door pull design; 41 mc IF amplifier; built-in antenna and DuMont "matched tone" sound system.

NEW PRODUCTS . . . TV and Radio

Garfield, open-faced full-length wood console with 10-in. permanent magnet speaker in high styled genuine walnut, mahogany or limed oak hardwood cabinet; recessed "Theater Front" framing with harmonizing metal picture mask; puncture-resistant mesh grille cloth in 3-D ripple motif; close-up picture realism; blacker blacks, whiter whites; improved electron gun in cathode-ray tube; illuminated selector dial for easier VHF-UHF tuning.

All models have 3 options for UHF reception: L. UHF strip installation; an all-channel UHF converter or a VHF-UHF built-in 82 channel 1-knob tuning.



RCA Victor TV Sets

RCA Victor Div.,
Radio Corp. of America,
Camden, N. J.

Models: RCA Victor Barrett and Master.

Selling Features: Barrett No. 24T-420, is one of two 24-in. TV receivers being introduced; available in mahogany or oak cabinets of contemporary styling.

Master, low-priced 21-in. table set in ebony or maroon is one of 6 new models being added to current RCA Victor line.



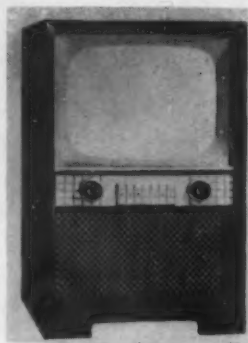
CAPEHART TV Sets

Capehart-Farnsworth Co.,
3700 E. Pontiac,
Ft. Wayne, Ind.

Models: Capehart has added a new 21-in. set with Capehart-Polaroid picture systems.

Selling Features: New TV console, Monticello, has a 21-in. aluminized tube and a special circular polarizer to eliminate glare and room light reflections; available with standard Niagara-Cascade tuner No. 19C214MD or with Capehart Universal "all-channel"

tuner No. 19C214MD-1; mahogany finish modern cabinet with matching patterned grille cloth.



ADMIRAL 1954 TV Line

Admiral Corp.,
3800 Cortland St.,
Chicago, 47, Ill.

Models: Six new TV models added to 1954 line include a color receiver and a 21-in. black and white table model.

Selling Features: Color model C1617, 15-in. screen in blonde oak console has super cascade chassis, 20,000 volt picture; top can be easily lifted off without tools for easy picture tube adjustment; provides sharp black and white pictures and has a "color killer circuit" that automatically cuts out color circuits not utilized during black and white reception. Also available with an 82-channel tuner for use in localities having VHF and UHF stations; Terrestrial shielding around 15-in. picture tube.

21-in. set has an ebony plastic cabinet; features retrace line eliminator; power transformer; removable safety glass and built-in antenna.

New 3-way Admiral combination contains a TV-integrated radio, an automatic 3-speed record changer and full tone control.

All TV sets are offered with optional single dial continuous VHF-UHF all channels tuner.

No. C2246 illustrated open-face console has cascade chassis, DX range finder and 10-in. speaker.



SHERATON TV Set

Sheraton Television Corp.,
370 7th Ave.,
New York, 1, N. Y.

Model: New Sheraton model 27MC10A.

Selling Features: Deluxe mahogany

27-in. console especially designed for weak signal and fringe area reception; rated at 5 microvolt sensitivity; also available with all-channel UHF-VHF tuner.



CAPEHART Hi-Fi Phono-Radio

Capehart-Farnsworth Co.,
3700 E. Pontiac,
Fort Wayne, Ind.

Device: Capehart Concert Hall hi-fi phono radio No. RP-154.

Selling Features: Combines a 3-speed phono with an AM-FM radio and incorporates newly-designed Capehart 2-way speaker system; low frequency reproducer; a specially-designed hi-fi diffraction horn enclosed in tonal chamber; other features include special Capehart "Cross-Over" network to channel sound into appropriate speaker and record balance control with 5 positions to provide equalization of recordings; 18th century English mahogany cabinet; full doors are twin speaker grills which permit instrument to be played with both doors closed.



PACKARD-BELL Radios

Packard-Bell Inc.,
1111 Wilshire Blvd.,
Los Angeles, 17, Calif.

Models: Packard-Bell 1954 radio line includes the "Combinet" radio-phono, No. 541; a 6-tube model No. 631; an automatic clock-radio No. 532; and a 5-tube table model No. 531.

Selling Features: No. 541 has a fully-automatic 3-speed record player combination with a 5-tube radio; dual speakers, tone control and high impedance loop antenna; available in mahogany, colonial and blond.

No. 631, 6-tube set had dual Alnico-5 speakers, tone control; 3-gang tuner; loop antenna; a phono-jack with switch; available in brown, ivory, red and green.

No. 532 automatic clock-radio available in 6 decorator colors.

No. 531, 5-tube table model is also available in 6 decorator colors with a new accent on modern design.

DuMont Television

Sets the Stage for
Bigger Sales and Profits with

HI-R

HIGH RESOLUTION PICTURE!
Sell the greatest picture accuracy, depth and contrast in television—perfected by DuMont, pioneer of the "HI-R Electron Gun", and the DuMont Selfocusing tube!



HI-R

HIGH RESONANCE SOUND!
Sell television's finest tone, from precision-engineered circuits, quality speakers and acoustic cabinets...produced by DuMont, pioneer of high-fidelity in television!

PICTURE and SOUND!

AGAIN, WITH HI-R PICTURE AND SOUND, DU MONT CHALLENGES COMPLETE COMPARISON
WITH EVERY OTHER MAKE, IN EVERY FEATURE, AT EVERY PRICE!

Sell these 20 Extra-Value Features In Every DuMont Teleset*:

1. Exclusive automatic picture stabilizer to minimize picture drift. 2. Tilted safety glass and picture tube for reflection-free viewing. 3. Harmonizing metal picture mask for easier viewing. 4. Continuous adjustable tone control. 5. Heavier permanent magnet speaker. 6. Phono-jack and switch for record playing.

7. Heavier cabinet woods for better acoustic value. 8. Illuminated channel selector dial. 9. Optional one-knob 82-channel tuning. 10. Authentic decorator cabinet styling. 11. Puncture resistant speaker grille cloth. 12. Removable safety glass front for easier cleaning. 13. Dust proof picture tube seal.

14. Solid raised legs for easier dusting. 15. Thirty tube equivalents. 16. Cooler operation for longer set life. 17. Shielded chassis to prevent interference. 18. Highest quality control standards. 19. Built-in antenna. 20. Underwriters' Laboratories approval.



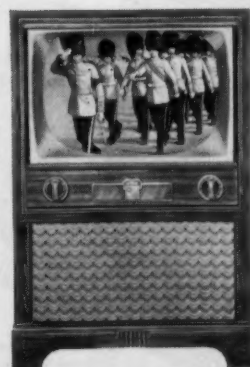
Profit—with HI-R and Complete Comparison!
Profit—with bigger and better markups!
Profit—with shorter inventory, quicker turnover!

Now all your customers
can afford

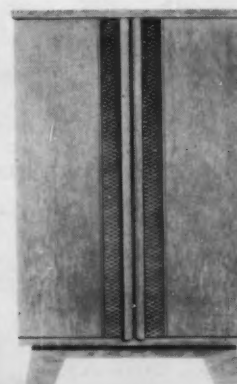
DU MONT[®] from \$199⁹⁵**
(for 17-inch table model, not illustrated.)

First with the Finest...*past, present and future*

DuMont GARFIELD
21-inch DuMont Selfocusing tube. Contemporary styling in genuine walnut, mahogany or lined oak hardwood veneers. One-knob 82-channel tuning, optional. UHF provision. Built-in antenna.



DuMont NEWPORT
Modern cabinet design in genuine mahogany or lined oak hardwood veneers. 21-inch DuMont Selfocusing tube. Optional one-knob 82-channel tuning. UHF provision. Built-in antenna.



AGAIN...THE SELECTIVE DU MONT DEALER FRANCHISE IS MORE VALUABLE THAN EVER!

*Write, wire or phone your DuMont Distributor for full details, or write to: Allen B. DuMont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey. Canadian Affiliate: Canadian Aviation Electronics Ltd., DuMont Television Division, Montreal, Canada. **Prices include full-year picture tube warranty. Federal tax. Prices slightly higher in the South and West and subject to change. *Trade D. 1.

HI-LO for UHF and VHF

the
Complete
Line
of TV
Antennas

For Channels 2-13



HI-LO

Spiral-Tenna

MODEL 101

The one and only original Spiral-Tenna which assures the finest reception possible. Nothing to adjust... high signal gain... designed to blend with all furniture.

\$9.95
list price

For Channels 2-83



HI-LO

Spiral-Tenna

MODEL 202UV

Here is the antenna for every television set owner desiring clearer pictures... the ONE antenna for UHF and VHF. Gleaming gold spiral; bakelite base; aluminum bars... the best reception.

\$9.95
list price

for
every
channel

for
every
area

For Channels 14-83



HI-LO

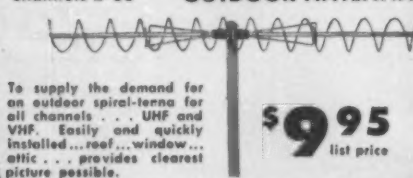
TWIN ARROW

UHF ANTENNA
MODEL 303

The indoor television antenna that every UHF area needs and wants. Low priced to sell with high quality. May be easily adjusted for local area.

\$5.95
list price

For **HI-LO** MODEL 202
Channels 2-83 **OUTDOOR ANTENNA**



To supply the demand for an outdoor spiral-tenna for all channels... UHF and VHF. Easily and quickly installed... roof... window... attic... provides clearest picture possible.

\$9.95
list price

MODEL 101 outdoor For Channels 2-13

SOLD
through
recognized
distributors
ONLY!

Hi-Lo TV ANTENNA CORP.
3540 N. Ravenswood • Chicago 13, Illinois

NEW PRODUCTS... Radios



SYLVANIA Portable Radio

Sylvania Electric Products Inc.,
Radio & Television Div.,
Buffalo, N. Y.

Model: Skylark personal portable radio.

Selling Features: Weighs less than 4 lbs with batteries; 6 in. high, 9 in. wide, 2½ in. deep; carrying handle folds into top of Polystyrene plastic case; 6-tube performance with large direct drive tuning control, separate on-off volume control and built-in Ferrite loop antenna; new 2-position "battery-miser" thumb switch on front enables user to regulate power and prolong battery life; Civil Defense marking on tuning dial at 640 and 1240 kc; case available in green, taffy, driftwood or cherry; snap-lock.

away; Remote can have switch closed for privacy but still receive calls from Master. Brown hammer-tone metal cabinets.



MASCO Tape Recorders

Mark Simpson Mfg. Co.,
32-28 49th St.,
Long Island City, 3, N. Y.

Models: Masco's new Series 53 tape recorders Nos. 53 and 53R.

Selling Features: Both models have dual speed, 3.75 or 7.50 in. per sec., with automatic amplifier equalization for each speed, fast forward and rewind speeds and 2-motor drive; dual-track permits up to 2 hrs. recording on single 7-in. reel; new carrying case in maroon and leatherette luggage-type finish; inputs are provided for microphone, radio or phono, and outputs for external speaker, amplifier or telephone line; press-to-record push-button prevents accidental erasure and provides foolproof recording and playback; timing indicators show recording time left at a glance and enables quick spotting of portion requiring editing; speed change push-button permits instantaneous change of tape speed; monitoring switch for headphone or internal or external speaker is also provided. Comes complete with tape, reels, crystal microphone 7½ ft. cable and plug.



ROLAND Radio

The Roland Radio Corp.,
Mt. Vernon, N. Y.

Model: Ringside AM-FM table radio, No. 8TF1.

Selling Features: "Acoustone" grill gives console-like sound; 8 tubes including rectifier; separate RF circuit for AM and FM reception; large, oval permanent magnet Alnico V speaker; full vision, slide-rule dial; mahogany or ivory plastic cabinet.



MASCO Intercom

Mark Simpson Mfg. Co., Inc.,
Long Island City, 3, N. Y.

Model: "Small Talk" 2-station intercom system.

Selling Features: Master unit features an on-off switch with volume control; on-off pilot light and separate "press-to-talk" switch; Remote has a "press-to-talk" switch which allows the remote to originate calls to the Master and also can answer calls from a distance up to 40 ft.



B & R Phonos

B & R Electronics Co.,
New York City

Device: No. 648 portable 3-speed phono with an 8-in. speaker.

Selling Features: Has a flip-over cartridge and 2 osmium tipped needles; full range volume and tone controls; constant speed motor for all speeds and all sizes; travel-type case covered in grey leatherette airplane cloth; striped grey and burgundy grille cloth; weighs 12 lbs.

Service-free freezers are "DUCK SOUP" ...for the refrigeration experts at TYLER!



HARDER-FREEZ OUTPERFORMS EVERY OTHER FREEZER ON THE MARKET, because Harder-Freez Home Freezers are *built and sold by Tyler Refrigeration Corporation*—world's largest manufacturer of commercial freezers and welded-steel, refrigerated food-store equipment.

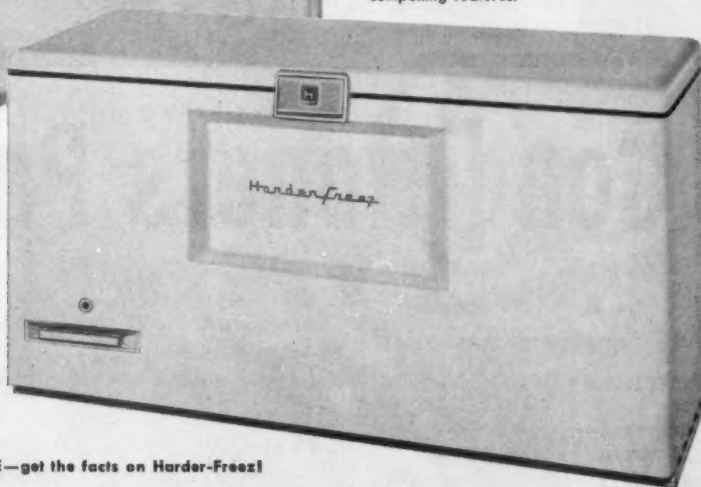
Tyler experience in the commercial refrigeration field serves as a unique "proving ground" for Harder-Freez Home Freezers. Engineering problems in the commercial field are tough and complicated—especially since the rapid growth of open, self-service merchandising in supermarkets, and frozen storage problems in hotels and restaurants. Tyler customers depend on refrigeration for profit—they demand and get from Tyler top refrigeration efficiency and years of dependable, low-cost operation!

Tyler builds these same down-to-earth qualities into its Harder-Freez line of rugged, fast-freezing, trouble-free home freezers!

This Tyler-built quality plus a complete line of fastest selling Upright and Chest models, and a "hands-off" policy that encourages real manufacturer-distributor-dealer teamwork, add up to three good reasons why **HARDER-FREEZ IS YOUR BEST BET** for profits in 1954 and in the years ahead!

UPRIGHTS—15, 20, 25 and 35 cu. ft. capacities. No freezer freezes faster! Many convenience features!

CHESTS—15 and 20 cu. ft. capacities. Exclusive Center Plate Coil—many sales-compelling features!



CALL or WIRE—get the facts on Harder-Freez!



HARDER-FREEZ HOME FREEZER

Harder-Freez Division, Tyler Refrigeration Corporation, Niles, Mich.

Find out how Harder-Freez **HELPS YOU SELL** with national advertising... sales training... local sales promotion program... exclusive trailer program... market development fund!

ELECTRICAL MERCHANDISING—FEBRUARY, 1954

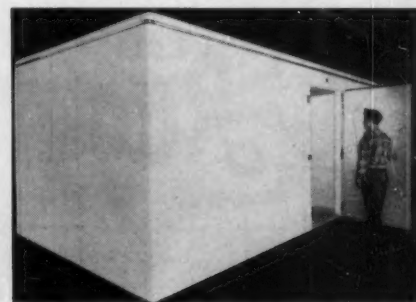
HARDER-FREEZ benefits from TYLER'S background in the "rough'n tumble" commercial refrigeration field!



Open Frozen Food Display Cases, which Tyler originated back in 1944!



Tyler Sectional Storage Freezers, widely used by supermarkets, hotels, restaurants.



Huge Walk-in Freezers and Coolers, built by Tyler for a variety of commercial customers.



Tyler has pioneered many important improvements in the open merchandising of perishable foods.

Exclusive Finger-Tip Air Control



and 4 great
new features make

New



Room Air Conditioners Pay!



Sales tools to help you!

Colorful island display with sales messages on all 4 sides. Holds 550 lbs. without wiggle or wobble. Only 4 minutes to assemble! Order R-A/C4.

New eye-catcher invites a try! Either $\frac{1}{2}$ -, $\frac{3}{4}$ - or 1-ton models can be operated on this sturdy chrome stand. Masonite boards tell sales story. Order R-A/C10.

All new, and a real stopper! Beautiful full-color Masonite drapes and sea-scape combine with unit above to make a real attention-getter! Order R-A/C21.

*Prices and specifications subject to change without notice.

New $\frac{1}{2}$ -, $\frac{3}{4}$ - & 1-ton models meet every customer's needs!

- **SUPER-QUIET!** Delivers larger volume of cool air in hottest weather.
- **DEHUMIDIFIES!** Removes gallons of excess moisture from muggy air every day.
- **VENTILATES 3 WAYS**—No-draft circulation with or without cooling—fresh-air circulation—stale-air exhaust.
- **FILTERS**—Cleanses air of pollen, dirt, soot—wonderful for hay fever sufferers.

Robbins & Myers give you the exclusive advantages it takes to win your share of this booming market. You get appealing features you can *really* demonstrate; *luxury* features at no extra cost! The ROTO-DISC DIRECTOR offers finger-tip control of air flow—directs air up, down, to the left, right, or any combination. Each model offers extra cooling power, whisper-quiet operation.

Newly designed brackets make installation quick and easy. And for a good, strong closer, remind customers that these are dependable Robbins

& Myers products, backed by a five-year protection warranty. Call your distributor now!

$\frac{1}{2}$ -ton model—Cooling capacity: 6100 BTU per hour. Room air handled: (recirculated air) 210 CFM. Moisture removal: 1.80 pints per hour (high relative humidity). 115 volts, 60 cycles. AC. Order RUC-5054, \$319.50* retail.

$\frac{3}{4}$ -ton model**—Cooling capacity: 9100 BTU per hour. Room air handled: (recirculated air) 330 CFM. Moisture removal: 2.40 pints per hour (high relative humidity). 115 volts, 60 cycles. AC. Order RUC-7554, \$379.50* retail.

1-ton model**—Cooling capacity: 12,000 BTU per hour. Room air handled: (recirculated air) 400 CFM. Moisture removal: 2.75 pints per hour (high relative humidity). 230 volts, 60 cycles. AC. Order RUC-10054, \$439.50* retail.

**Also available in 230 and 208 volts.

Send for literature and distributor's name!

ROBBINS & MYERS, INC.

Fan Division: 387 So. Front St., Memphis 2, Tenn.

TRADE REPORT



TED WEBER, JR.

News Editor

Appliance Makers Chart Their Course

In Chicago last month—and in distributor meetings throughout the country—the path of the industry for the year to come began to materialize.

As distributors headed home from the annual winter markets a number of basic merchandising questions remained unanswered but the kind of products the industry would offer the public in the coming year was clear.

Out of the welter of distributor conventions, press showings and exhibits at the Furniture and Merchandise Marts these trends were evident:

1. Several firms were making a decided effort to shorten specific product lines—fewer refrigerators under a single brand, for example.
2. But at the same time many firms were filling out their lines and a firm which was, for example, limiting its refrigerator line might at the same time be expanding its overall line by adding a new product.
3. Interest in packaged hi fi at moderate prices continued. Half a dozen firms showed new units during December and January.

- New products unveiled at distributor shows and at the Chicago markets reveal trends in industry thinking
- Novel features and a swing toward freezer-refrigerator combinations highlight the new refrigeration lines

4. Color TV made its maiden bow but prices were extremely high. At the same time black and white prices were being slashed. (For details, see page 226).
5. Unusual features were being headlined on new refrigerators, an obvious attempt to fight back at the high saturation which has hurt industry sales of this product. Example: the spigot in the door, easy-opening handles.
6. And, along this same line, combination freezer-refrigerators were appearing on more and more manufacturers lines. Some novel twists included placing the refrigerator above the freezer.

These were some of the short range trends. Industry thinking about the future created some excitement with G-E's wall refrigerator and Frigidaire's built-in refrigerators and freezers with plastic doors that open at the touch of a button, both pictured on this page. Neither is ready for merchandising at this time, of course, but it seemed to augur industry's idea of the future—emphasis on the built-in. Hotpoint, Murray and Stiglitz were among the firms showing built-in ranges in Chicago.

New product lines are covered in detail in the New Products section of this issue (as well as the January issue). However, here's a brief sum-

mary of what some of the manufacturers were showing.

Admiral. Eleven new refrigerator-freezers, with two of them "upside down"—refrigerator compartments on top of freezers. Two eight cubic-foot units shown for the first time. Flush mounting air conditioners featuring reverse cycle heating. Ten basic ranges and seven freezers.

Crosley. Feature of refrigerator is the spigot in the door to provide the owner with cold water without necessity of opening refrigerator. Also includes a coffee meter, roll out shelves and new door shelves in the nine-model Shelvador line.

Deepfreeze. Emphasis on exclusive features on refrigerators and freezers, including, like Crosley, the cold water dispenser near the door latch. "Booms-a-Daisy" latch on freezer permits housewife to open it with a nudge of the elbow. Six air conditioners were also shown.

Hamilton. A new matched washer and dryer added to the 1954 line, called the 200. Aluminum control panel trimmed in maroon. Featured is the Selecta Cycle, permitting user

Industry's Thoughts of Tomorrow



FUTURISTIC REFRIGERATOR: General Electric's new wall-mounted, cabinet-like refrigerator-freezer employing a thin-wall vacuum insulation is demonstrated by G-E's major appliance division. Designated the "LW-10", the operating model here has a 10 cubic foot capacity and a hermetically sealed mechanism.

. . . Are Centered in the Built-in Product



FUTURISTIC FREEZER with horizontal plastic doors that roll apart at the touch of a button is shown in Frigidaire's "Kitchen of Tomorrow." The experimental kitchen includes a matching cabinet on an adjacent wall for a horizontal refrigerator, while a third appliance provides ice cubes, crushed ice and cold water.

ANNOUNCING...



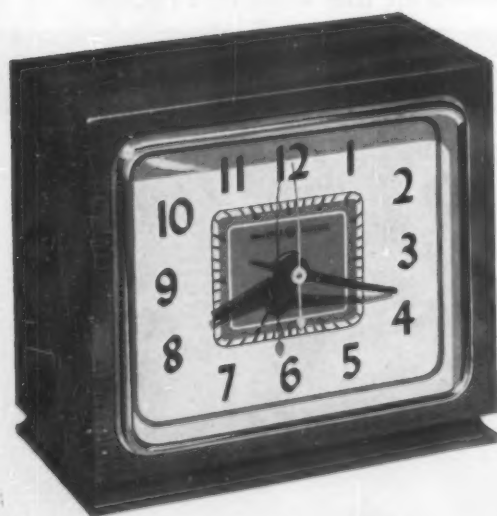
TWO NEW CLOCKS!



GE TOPPER
at a low
\$3.98*

At last a high-style G-E Electric Kitchen Clock at a budget price. Easy-to-read numerals. Charcoal gray hands. Comes in red, yellow, gray or blue. Crystal is shatterproof.

At back, a convenient clip to wind up excess cord and get it out of the way. Special merchandising kit. Retail price—only \$3.98.*



GE ARCHITECT
\$7.98*

New wood-case alarm in choice of three finishes: dark mahogany, light mahogany and birch.

This smart addition to G-E Clocks has brown hands and numerals, gold-colored, sweep-second hand and a luxury look that makes it saleable for executive office, living room, den, playroom or bedroom. Special in-pack display. Retail price—only \$7.98.*

GENERAL GE ELECTRIC

*Manufacturer's recommended retail or Fair Trade price, plus applicable taxes.

to vary cycle according to her needs.

Frigidaire. Colored refrigerator-freezer combinations, in either green or yellow pastel shades, highlight the new Frigidaire line, which is lengthened also to include 13 and 15-foot combinations. Four ranges, including three top Imperials and a 30-inch, have colored exteriors, which match the refrigerators. Color also used extensively in refrigerator interiors.

International Harvester. Seven refrigerators, three upright freezers and four chest freezers, all new decorator models with canary yellow interiors.

Jordan. Combination refrigerator freezer with more freezer space than refrigerator space (10 and 8 feet). Dual temperature upright model, refrigerator section at top. Also three air conditioners.

Jewell Queen. Novel dishwasher with plastic agitator type action.

Kelvinator. Dealers wanted a shorter line, Kelvinator says, so Kelvinator gave it to them. Five refrigerator models only, all with automatic defrosting. Five new freezers, and an electric range line with four top models. New clothes dryer to match the washer; "bonus broiler" in stove so that owner can bake and broil simultaneously in single oven range; and five air conditioners.

Magic Chef. Generally unchanged electric range line, with five units, ranging from 20-inch compartment to 39-inch model. Top model features "food conditioner." Three air conditioners, a line of gas and oil heaters and a gas incinerator.

Manitowoc. Feature of the new line is the "2-Zone" combination freezer-refrigerator with 10-cubic foot refrigerator and 11½ foot freezer. Freezer section below has capacity of 350 pounds, five ice cube trays. Unit requires only 2½ by 3 foot floor space. Line also includes deluxe models 18-5 and 14 upright freezers, and a standard 14.

Perfection Stove. Two 36-inch electric ranges with built-in griddles. Also a new line of room air conditioners which are easy to move.

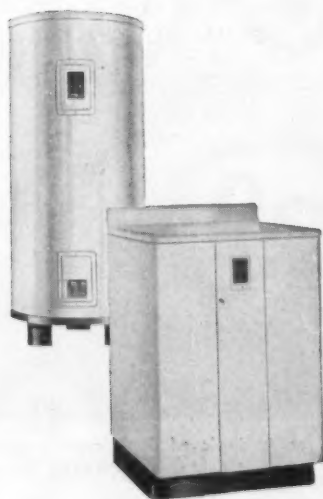
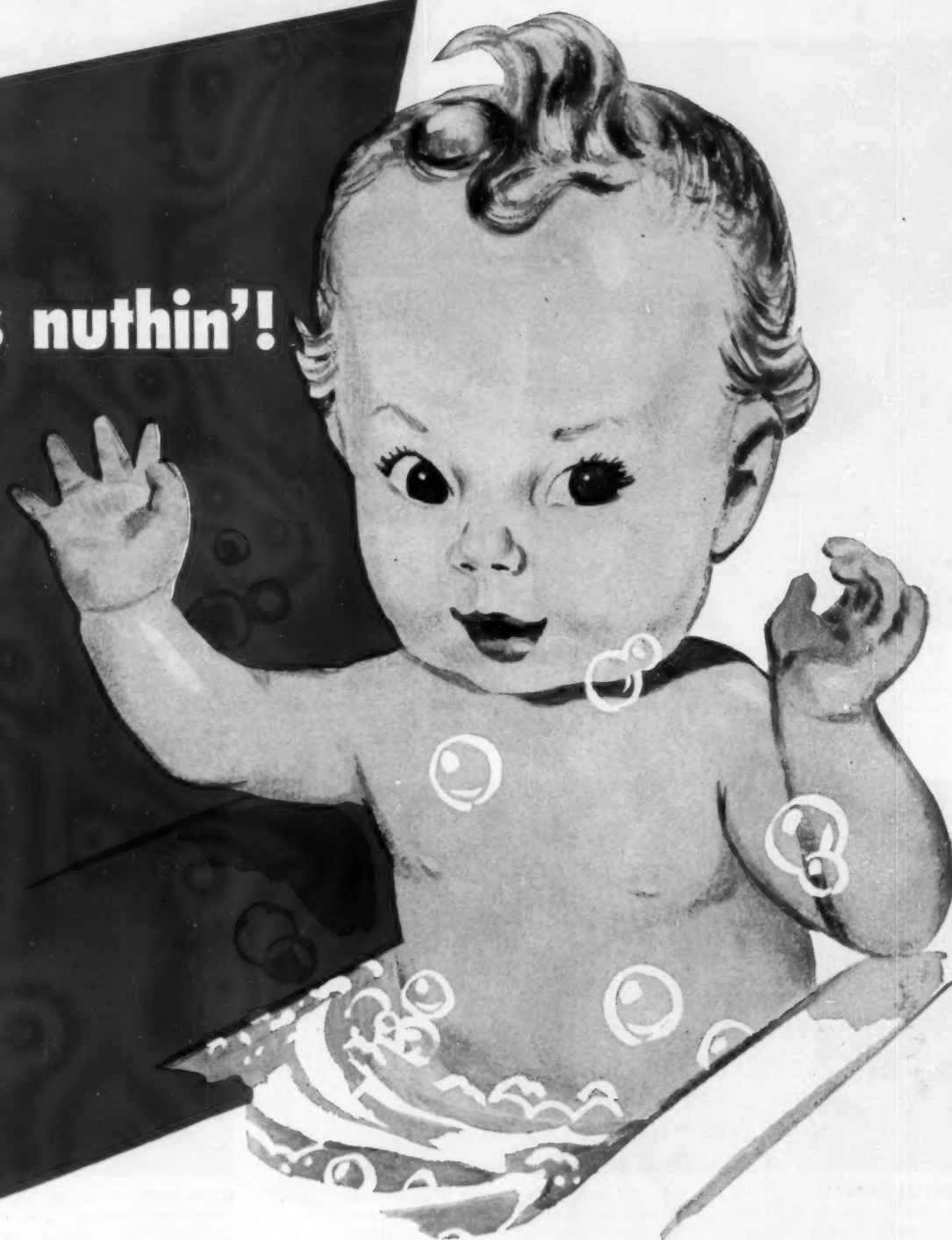
Philco. Rounded out its line a few months back with purchase of Dexter washers. Showed unusual refrigerator with "two-way" door, which can be opened either from the right or left hand side. Eight new electric ranges, including a 40-inch range with 23-inch oven.

Quicfrez. Five refrigerators, four chest type freezers, one upright freezer. Freezers have green interiors and gold and green outside control panel.

Servel. Nineteen refrigerator models, with many features—automatic ice-makers, inside door panels and interior breaker strips of blue, door shelves, vegetable fresheners, butter containers, trip-saver door handles. Also a new drawer type air conditioner concealing controls.

Whirlpool. Total of four automatic washers, three dryers, one wringer washer and an ironer. Top of the line is Whirlpool's "Cadillac"—the \$329.95 Imperial automatic washer with flashy Guide Lite control on illuminated panel so housewife can follow cycle of washing and drying. Also temperature selector and fabrics guide.

and that's nuthin'!



A year ago, we thought the 1953 Toastmaster Water Heater program would be a whopper. Frankly, *it was!* More dealers sold more Toastmaster Water Heaters than *ever* before. And that's nuthin'! If you missed the

Toastmaster "gravy train" in 1953, you can be *sure* that 1954 will offer even greater potential: an even *more complete* line, *greater* consumer acceptance . . . and a pre-sold reputation for superior performance!

TOASTMASTER *Automatic* **WATER HEATERS**

*Toastmaster, Life-Belt and Ionodic are trademarks of McGraw Electric Co., makers of Toastmaster Water Heaters, Toastmaster toasters and other Toastmaster products. Copyright 1954, by McGraw Electric Co., Chicago



FENCED IN color set shown by Du Mont stands beside conventional monochrome sets at the Chicago markets. Large crowd which gathered around the color receiver forced Du Mont to put up the ropes.



CONTRAST of color and black and white is shown by Motorola with this four-way display at Chicago markets. Films show, left to right: color set receiving black and white signal; black and white receiving black and white program black and white receiving color program in black and white; and color set receiving color.

Color Makes Its Bow

Dealers and distributors got their first good look at color television last month but it was quickly apparent that the sets they were watching weren't the sets they would be selling.

In Chicago, during market week and at the NARDA panel on color, it was obvious that the industry was concentrating its attention on bigger-screen sets. Speakers told the NARDA panel that RCA, Lawrence and CBS-Hytron were all working on larger screen sets which would produce a 16- to 19-inch picture rather than the 12½ inch picture being shown on prototype color

sets at the market. There was also talk of a 24-inch tube by an as yet undisclosed tube-maker.

When would these larger tubes be available? There was no certainty in answering this question but some production in commercial quantities was expected later this year. This led to speculation that few, if any, production line color sets would be produced utilizing the existing 12½ inch tube. More and more industry sources began voicing the belief that the step by step growth in tube sizes which was necessary with black and white would not be necessary with color.



INITIAL SHOWING of Raytheon's color TV receiver in Chicago is supervised by (left to right) Dick O. Klein, newly-appointed director of marketing; Henry F. Argento, general manager of radio and TV; and engineer Forrest Bigelow.



OPEN DOOR on side of CBS-Columbia's color receiver permits easy access to complicated circuitry. Examining product at Chicago markets are unidentified visitor, Ira Lavin, Chicago manager for CBS; and Joe J. Szczypta.



WESTERN VISITOR, Harold Foraker, left, Wichita, Kans., distributor, gets the pitch on Arvin's color receiver from Paul Tanner, general sales manager, Arvin television and radio, at the Chicago markets.



THE "SOVEREIGN," Zenith's color set, is displayed at Chicago markets for benefit of the trade, including Leo Maxwell, left, of Oklahoma City. Explaining features of the Zenith line is Thomas Harris of Zenith.



Simon Legree "put the chill" on Little Eva. We're putting the chill on hot, sticky weather with the new Dearborn air conditioner. Your customers know Dearborn's reputation for quality. And this new room air conditioner has the convenience features, dependability and styling that makes cool customers* out of your hot prospects. Show them Dearborn . . . and they'll buy Dearborn!

Your Dearborn representative will be around soon to give you the whole story on this brilliant new addition to the Dearborn line. Get the facts on Dearborn before you buy any room air conditioner.

*Incidentally, there's more profit in Dearborn.

Dearborn®

STOVE COMPANY

1700 W. Commerce St., Dallas, Texas

BRANCH OFFICES: Dallas, Chicago, Los Angeles, San Francisco,
Kansas City, Atlanta, Erie



AREA
HEATERS



CLOTHES
DRYERS



WATER
HEATERS



RANGES



PORTABLE
BARBECUES



EVAPORATIVE
COOLERS

The Winter Markets:

The NEW LOOK and Familiar Faces

Industry personalities are on hand to answer dealer and distributor questions about new products and merchandising trends as the Winter Markets play out their annual two week run in Chicago



QUICK LUNCH BETWEEN BUYERS on the part of Stuart Goldstein, Chicago representative for Rival, gives an idea of the tempo of the Winter Markets in the Windy City, where new products and business trends held the spotlight and the interest of appliance visitors.

New Look for the Refrigerator



'COOLERATOR'S two in one refrigerator and freezer has a large frozen food compartment at the bottom of the box. Sales manager F. C. Margolf explains features to S. D. Freeman at Springfield, Mass.



NEW FEATURES in Crosley refrigerator include water tank in door and coffee freshener, demonstrated for Al Timpson of Oakland, Calif., by Mel Rodger. At right is George Simon.



NOT COMPLETELY NEW but still being boomed by Servel is the automatic ice maker, demonstrated here by Neil Schuman, Gordon Malone and Lew Eastmead, all sales executives with the firm.



REFRIGERATOR WITHOUT EVAPORATOR is designed for use with a twin freezer and is being tested by Gibson. Handling the product pitch on the novel new unit is C. J. Gibson, Jr.

New Look in the Kitchen



TRACY executives R. A. Coffin, left, and B. T. Roe show off the firm's new long-aproned sink. Coffin is advertising and sales promotion manager, Roe is vice-president in charge of sales.



EXPANDING CABINETS in Republic line (adjustable for height) are demonstrated by Kelly Reynolds, manager of kitchen sales and Gordon Yeazel, Chicago district manager.



IDEA of what Mrs. America herself wants in a kitchen is gathered by American Home's Edith Ramsay at the American Central exhibit. Standing is general sales manager C. Fred Hastings.

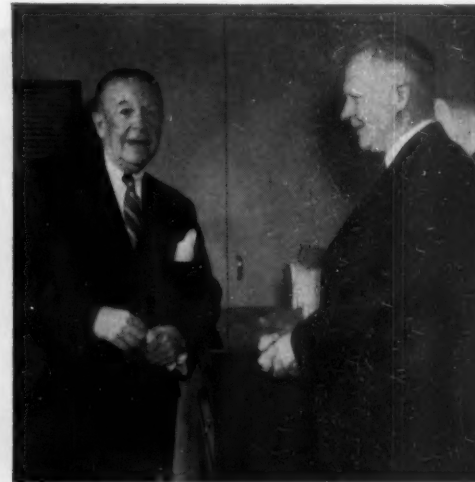
New Look in Radios



TWO SPEAKER table radio by Magnavox is previewed from cloak-room by eastern district manager George H. Wilkens.



NEW FIVE-WAY clock radio which can be used with tape recorder is shown to a visitor by Webcor's Beldon Leonard, right.



DICK GRAVER of Hallicrafters gives his company's pitch for the benefit of Henry Klaus, Peoria, Ill., distributor.

Familiar Faces Man the Exhibits



NEW DISPLAY space as well as new radios featured Arvin exhibit. Doing the honors in pointing out features of a radio display is radio-television sales manager Paul Tanner.



WESTINGHOUSE PERSONNEL Don Cannon, V. E. Freeland and Ralph Sorenson were on hand to greet visitors to the firm's exhibit; Westinghouse exhibited at both Furniture and Merchandise Marts.

FOR MORE MARKET PICTURES SEE PAGES 222, 224

New Look in Ranges



HOTPOINT range with "super oven" is shown Chicago's Joe Millstone by H. J. Scaife, Hotpoint sales manager.



GIRL ON THE GRIDDLE is not standard equipment on this Perfection range. From left to right: Leslie Bushfield, Betty Clarke, Marc Resek.



HANDLING THE product pitch for Magic Chef electric ranges in the Merchandise Mart are Edward F. Tyrell and J. J. Knotke.

Familiar Faces in the Laundry



BLACKSTONE's John Wicht plays host to F. V. Coke of Van Deren Hardware in Lexington, Ky.



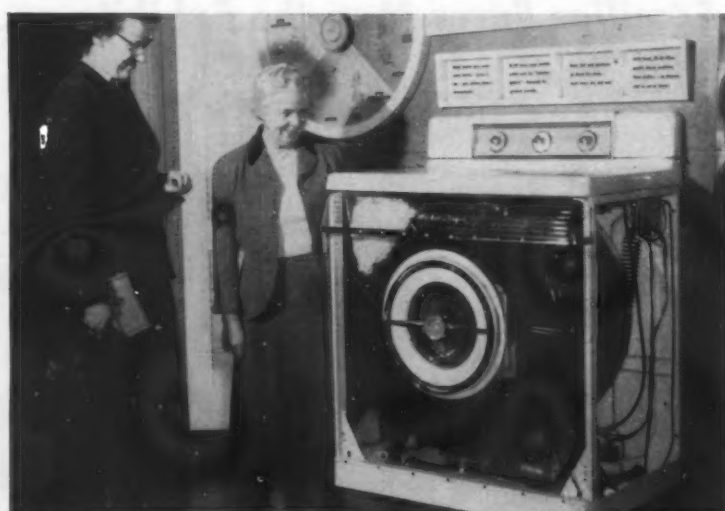
APEX's Joe Frantz and Harold P. Bull, general sales manager, were on hand at company's booth.



POINTING OUT features of Whirlpool's washer to Max Littman and J. T. Peirce is John Hurley.



EASY's Gus Burns, left, is assisted by John T. Busch, assistant sales manager, and Harry Gerrit, Chicago sales manager.



BENDIX demonstration model occupies attention of Jane Cornish and Helen Kendall of "Good Housekeeping".

To make 1954 your biggest year yet
in air conditioner sales...



Not just one, but two great ad campaigns for RCA AIR CONDITIONERS!



Here's the opening
full page color ad.

All these magazines



Starting right now in Life,
Better Homes & Gardens, Time and TV Guide,
RCA is launching a big spring campaign to
help you get an early start in air conditioner
sales. There's a coupon offering a free
booklet to stir up interested prospects.

When hot weather hits there'll be
another RCA Air Conditioner campaign in top
national magazines—in newspapers—on radio
and television. You can get the benefit of all
this national advertising. Make this your
biggest year in air conditioner sales—
call your RCA Distributor now!

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA
Camden, N.J.



IN CANADA, RCA VICTOR COMPANY, LTD., MONTREAL



On TV and radio, too!



Phil Harris and
Alice Faye



Dennis Day



Show of Shows with
Sid Caesar and Imogene Coca

Familiar Faces Throughout the Market



NEW METAL display signs explaining features of Quaker heaters are shown by L. S. Putnam and president A. T. Atwill.



CBS-COLUMBIA executives on hand for market included vice-president Louis Hausman and Chicago manager Ira Lavin.



RETAILER AND MANUFACTURER swap stories as Evans Moon of Joske's, San Antonio, visits with Walter Daily of Lewyt.



EXTRAS for early purchasers of space heaters are demonstrated for market visitors by Vincent J. Lonergan and Jim Lonergan.



MAN IN A SHOWER curtain is George Kiewert of General Electric, demonstrating the company's room air conditioner and its cooling power.



SALESMAN'S DREAM: George Foerstner of Amana has C. C. Smoot and T. N. Biglieri of San Francisco on their knees



NEW COLEMAN oil heater and promotional material is shown John F. Colbert of Des Moines by Lou Mark, left, of Coleman.



DEEPFREEZE's F. F. Duggan, right, takes time out for a brief conference with Chicago distributor Leonard Cohn.



BALTIMORE distributor Edgar L. Kaufman, center, gets pitch on Duo-Therm heater from L. C. Vandertill, left, and E. M. Crary.



Happy days are here again!

BIGGEST DISCOUNTS IN THE INDUSTRY

TWO BIG EXTRA PROFIT OFFERS

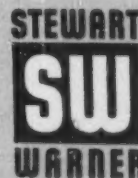
BACKED BY POWERFUL NATIONAL ADVERTISING

COMPLETE PROMOTIONAL KIT

STEWART-WARNER

*Brings you the
HOTTEST RADIO DEAL
in the entire industry* →

Set your sights for the Biggest Radio Year you've ever had—with the great new STEWART-WARNER RADIO line for 1954! Sparkling new Portables, Clock Radios and Table Models competitively priced . . . featuring everything you need for faster turnover and bigger radio profits. PLUS "the Hottest Radio Deal in the entire industry!" For full details, see your Stewart-Warner Distributor TODAY!



STEWART-WARNER ELECTRIC

Division of Stewart-Warner Corp. • 1300 N. Kostner Avenue • Chicago 51, Illinois
In Canada: Belleville, Ontario • Leading Producers of Electronic Equipment for the Armed Forces

88 separate precision tests make **WILCOLATOR** your most reliable oven control



TEST No. 37: AIR TIGHT... GAS TIGHT!

There are ten points in each gas thermostat where leakage could occur. Sam Apner—26 years with Wilcolator—is here to make sure it doesn't. Using double the pressure ever found in actual service, he subjects each thermostat to a thorough immersion test, searches keenly for the revealing bubbles. Only when the thermostat passes this careful scrutiny is it permitted to go on—to the many other succeeding tests, and ultimately to the customer.

In oven thermostats, you can't afford to guess about reliability... you have to *know*. That's why Wilcolator takes great pains to control the performance of every Wilcolator thermostat you'll ever sell.

20 years ago Wilcolator introduced the liquid-expansion type oven thermostat now used throughout the industry. We are far from content to coast on the reputation for leadership this gave us. Today we strive constantly to make each Wilcolator thermostat as good as quality materials, skilled workmen, and rigorous control can make it.

For this is how we build the word-of-mouth enthusiasm for Wilcolator controls which makes your selling job not only easier but more satisfying.



1001 NEWARK AVENUE, ELIZABETH, NEW JERSEY

15,000,000 units ago Wilcolator first helped the cook out of the kitchen

TELEVISION

TV Prices: Down Again

By cutting prices on black and white sets and showing expensive color models the trade tries to convince the public that now is the time to buy

Television set prices dropped even lower last month as the trade prepared to offer real proof to reluctant consumers that monochrome sets were, for the moment at least, a better buy than color.

Manufacturers were turning that trick in two ways. First, the demonstration color sets played on the market were being tagged with very high prices (some over a \$1000). More important to the trade, prices of black and white sets were being cut.

Thus, when the buyers descended on the Furniture Market in Chicago last month they found that price leaders in the 21-inch set were being offered at anywhere from \$180 to \$200. There were correspondingly lower priced 17-inch sets available and almost nothing was being said about 24 and 27-inch receivers. The Markets (and the pricing structure they revealed) offered real proof of advance predictions that dollar volume in the TV trade in 1954 would fall off considerably more than unit volume.

Among industry leaders offering sets at \$180 were Emerson, Admiral and CBS-Columbia. Priced at \$190 was Motorola and grouped around \$200 were RCA Victor and General Electric.

Emerson dropped the price on its 17-inch table model to \$150 and offered a promotionally-priced all channel 17-inch set at \$180. CBS-Columbia also had a price leader in the 17-inch size with its "anniversary" model pegged at \$160. The firm also offered a 21-inch console at \$199.95. RCA picked the Furniture Market to unveil its promotionally priced 21-inch set (\$200), a low-end 17-inch set (\$180) and two 24-inch sets (\$395 and \$460). The latter models represent the first 24-inch sets shown by RCA. Admiral showed six new sets: included were a \$180 21-inch table model, a 21-inch open-face console at \$250 (a cut of \$50) and a 21-inch radio-TV-phono combination at \$299.95 (a cut of \$100 from prices announced last June.)

TV: Bad Blood in Wichita

When television came to this Kansas town it was the same old story—too many quick franchises and a back seat for white goods, say veteran dealers

Wichita, Kansas, (pop. 166,306) has had its baptism to television. It was not a happy one, the established dealers say; it has created a lot of bad blood between them and distributors.

Specifically, here is what they kick about:

With 64 members of NARDA operating in Wichita, there are plenty of retail outlets to handle the business. Why open 200 off-the-cuff retail outlets, such as key shops, beauty parlors, and the like? Why hoodwink some poor guys into opening up exclusive television stores, when its certain that they will go broke?

It is going to bust a lot of fringe dealers, who have not held back for deliveries and warranties, say some of the "disenchanted" old-timers.

It is going to clip those stores who do not understand fixed expenses.

Payroll Problems. Word got around Wichita that if you want a real television bargain, come around Saturday morning, just before the dealer has to meet his payroll. Real pencil sharpening goes on then.

White goods have been neglected by salesmen who stampeded to concentrate on television. If it took two

or three calls to sell an appliance, and one to sell a TV set (5 percent commission) the salesman grabbed the bird in the hand, and neglected the two in the bush.

Even distributors were guilty of con-

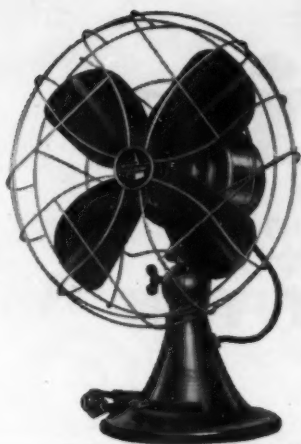
Up to the Minute



ENGRAVED HOURGLASS, representing "Up To The Minute Award," is presented to H. Leslie Hoffman, president of Hoffman Radio and Television, by George Stromme, editor of MINUTE magazine. Mrs. Stromme is at left.

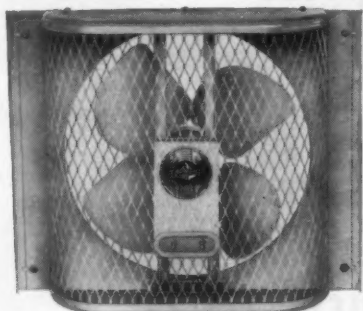
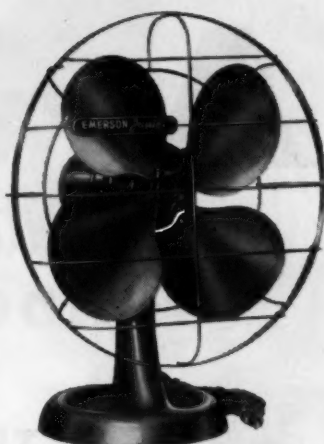
OSCILLATORS

10", 12", and 16" Parker blades, 90° fingertip oscillation control, baked black lacquer finish on blades, black enamel on motor and base. 5-Year Guarantee.



EMERSON JUNIOR FANS

10" and 12" blades, with new streamlined design in either metalescent bronze or niagara green finish. One-Year Guarantee.

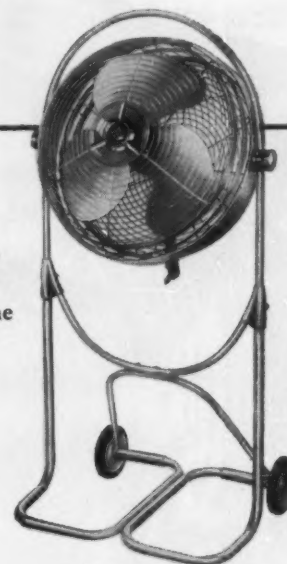


WINDOW FANS

Two-speed, reversible, and also non-reversible models, in 16", 20", 24" and 30" blade sizes. Silver grey enamel finish. 5-Year Guarantee.

18" ROLL-ABOUT

Distinctive sales features, the leading value in portable fans. 5-Year Guarantee.



LOW TABLE FAN

12" blades, 3-speed motor, finished in metalescent mahogany. 5-Year Guarantee.



**SPRING TONIC
FOR
SUMMER SELLING**

"Bring Spring Back!" say the Emerson-Electric national ads for 1954... "Bring Spring Back!" say the Emerson-Electric sales helps... it's a real *spring* tonic for summer selling.

Emerson-Electric retailers from coast to coast will have a real selling story in '54. The most complete line of fans in America backed by a powerful advertising promotion.

Pictured here are only a few of the models from the Emerson-

Electric complete line, which includes air circulators, overlapping-blade oscillators, ceiling fans, ventilators and exhaust fans.

If you'd like to know more about Emerson-Electric's "Spring Tonic", write for information on the complete fan line for '54. Specify Catalog No. 314.

THE EMERSON ELECTRIC MFG. CO.
St. Louis 21, Mo.

EMERSON
FANS • MOTORS



ELECTRIC
APPLIANCES

Announcing
a **NEW**

Arvin

Portable
WINDOW FAN



The right price—

\$29⁹⁵

The right size—

14-inch

Adds plenty of profit
to any fan line!



Whatever your present fan line may be, it needs this low, low price and high, high quality Arvin Portable Window Fan. This two-purpose 14" fan fills in a conspicuous gap that exists in most fan lines between 12" and 16" sizes. The price is truly spectacular—far below the average price of smaller 12-inch fans which have been selling in great volume! And the Arvin name—long famous for portable heaters and fan-heaters—assures public acceptance.

Cash in

ON THE YEAR-ROUND DEMAND FOR THESE
ARVIN COOL-R-HOT FAN HEATERS!



Height, 15½"; width, 12¼"; depth, 10¾". Shipping weight 12½ lbs. **\$24.95.**

Model 5400—Identical in uses with Model 5440 but with 1320-watt heating element. Delivers 600 cu. ft. per minute cool air; 200 cu. ft. warm air. Handsomely finished in bronze enamel. Shown in use as an air circulator with head horizontal to floor. Height, 15½"; width, 12¼"; depth, 10¾". Shipping weight 12½ lbs. **\$21.95.**



LOOK AT THESE QUALITY FEATURES:

- Three big aluminum air-scoop blades for maximum efficiency!
- 4-pole induction motor, no radio or TV interference!
- Safeguard wire grilles front and back, nickel-and-chrome plated!
- 2-speed operation from handy on-off switch!
- Compact, light-weight, easily portable—for use as window intake fan, window exhaust fan, or room air circulator!
- 7-foot insulated line cord!
- Strong steel shell with durable baked-enamel finish!
- Full depth rubber feet to keep fan stable, prevent scratching!
- Dimensions: 15½" high; 17" wide; 6¾" deep. Shipping weight 13 lbs.

Over 30 years of Arvin national advertising have made the Arvin name well known to millions. Your customers know Arvin means top quality. They'll welcome this solid Arvin value in a much-needed window-fan! Order now and be ready for the big spring demand!

Electric Housewares Division

Arvin INDUSTRIES, Inc.
Columbus, Indiana

fusing the trade. Said one: "You can't tell me that the NARDA cost of doing business applies to every retail store. Every store is a law unto itself." He claimed he knew of exclusive TV stores which were making money, but didn't name any.

No Down Payment. Loren Walters of the Southwestern Electric Company puts it this way: Say a dealer sells a \$400 TV set for nothing down. It costs him \$279, and he has a gross of \$121. The dealer farms out the aerial job, makes nothing on this.

The dealer takes the contract to a finance house, gets back \$360 (on account of the 10 percent holdback). He has paid \$28 to the salesman (7 percent commission), it costs him \$10 to deliver, and he has been clipped \$9 for advertising. Including the \$40 holdback with the finance house (which he will ultimately get back) the dealer has in effect paid out \$87 for the sale. Deduct this from the gross profit of \$121, and there remains \$34 for him to pay rent, help, electricity and so forth. It isn't in the cards, says Walters.

Television hit Wichita with a bang. About 60 percent of the promotion and advertising since last July has been on TV. The roster of regular dealers were sold on the idea that here was the chance to get rich quick (fast turnover, you know, even on short discounts).

Even those a bit skeptical were sold with the idea that they had to take care of all the wants of their customers, or they would get away from them.

So the white goods were shoved back, and the windows loaded with TV. Everybody was set to achieve the miracle.

Slow Start. First sets were sold when a VHF station opened in Oklahoma City. A lot of snow and local programs. Then VHF in nearby Hutchinson, Kansas, with temporary power. More snow, but about 8,000 sets were picked it up.

Then UHF came to Wichita, clipping every owner about \$50 for a converter, and about 34,917 owners out of 36,111 put up the money. Programs were all right now, coming from the network.

But what stuck in the craws of Wichita dealers was the franchising of everybody who looked interested. Latest records of the Kansas Gas & Electric Company records show that 36,111 television sets are in use. But it is believed that twice that many are in Wichita homes—sold by non-reporting retailers.

Color in March

Sylvania plans to place a sampling of production model color television receivers in the hands of distributors by March, and some sets will be available to Sylvania dealers shortly thereafter.

Pilot production color sets were demonstrated at a recent national sales meeting in New York, one of a series of such meetings, according to Bernard Holsinger, general manager, Sylvania-radio-TV division.

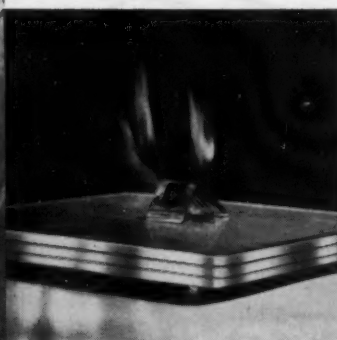


*"I'll take the
one finished in
Porcelain Enamel"*

*These easy demonstrations
Show the extra values
of **PORCELAIN ENAMEL***

Burn-proof

Light an open book of matches turned upside down on a Porcelain Enameled surface. Wipe away the smoke marks, and you will find the surface unharmed!



Stain-proof

Even the most durable "kiss-proof" lipstick won't permanently stain Porcelain Enamel. It is as easy to clean as a china dish.



Scratch-proof

A sharp knife won't scratch Porcelain Enamel. You can cut bread, slice onions without harming Porcelain Enamel.



Acid-proof

Highly acid lemon juice, alcohol, vinegar or boiling water will not harm acid-resisting Porcelain Enamel. This non-porous, glass-hard surface withstands such attacks.



Tough

A final "clincher" for those who consider Porcelain Enamel as a fragile finish, is to hammer the panel repeatedly with a wooden mallet. This shows that Porcelain Enamel is shock-resistant to a surprising degree.

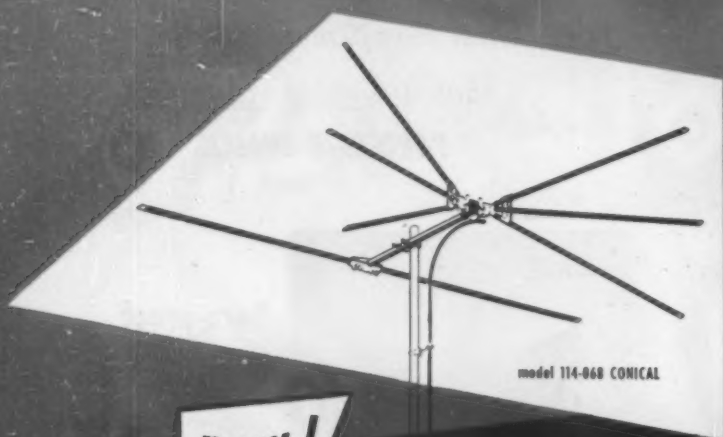


*Obvious Extra value
clinches sales!*

When you show customers the *extra values* they get in genuine Porcelain Enamel, you find a warm response. Everyone is interested in getting the most for his money. That is why appliances finished in Porcelain Enamel are easier to sell.

These extra values may be readily demonstrated, as shown at the right. You can prove to customers that Porcelain Enamel does not burn, cut, rust, stain or scratch. These and other extra values such as ease of cleaning, lifetime durability and beauty that does not fade or darken make it easier for you to sell washers, ranges, refrigerators and other appliances finished in Porcelain Enamel—the top quality, lifetime finish.

This message sponsored by the Frit Division of the
PORCELAIN ENAMEL INSTITUTE, INC.
1346 Connecticut Avenue, N.W. • Washington 6, D.C.



model 114-060 CONICAL

now!

a VHF CONICAL antenna built to the Quality Standards of

AMPHENOL

Now ready to join the fastest-growing and fastest-selling antenna line in the United States is a new AMPHENOL VHF antenna. Designed to supplement the fabulous INLINE for VHF reception, the new CONICAL antenna will give true-picture reception in every VHF signal area: major, fringe and long-distance. Gain and directivity have been engineered to the high AMPHENOL standards that have set the quality goal for the entire industry; craftsmanship attention to the small but important details make the CONICAL another example of AMPHENOL's fine antenna work.

AMPHENOL CONICALs are available in single, two and four bay models. The stacked models use special phasing harnesses for extra gain. The CONICAL may be obtained in packaging that contains all the necessary stacking equipment or else the individual antenna may be purchased one or two to a carton. In addition, the single bay CONICAL is available in a complete antenna installation kit.

All elements of the CONICAL are constructed of sturdy, long-lasting seamless aluminum tubing—assuring rust-free years of top performance.

GAIN CHARTS

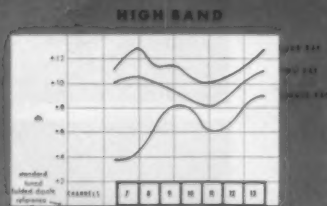
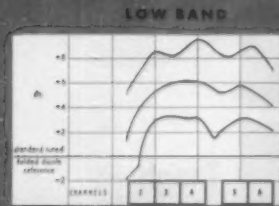


45 inch - channel 1 & 2



195 inch - channel 10

Directivity patterns of the CONICAL are exceptionally clean. The strong major lobe indicates fine reception.

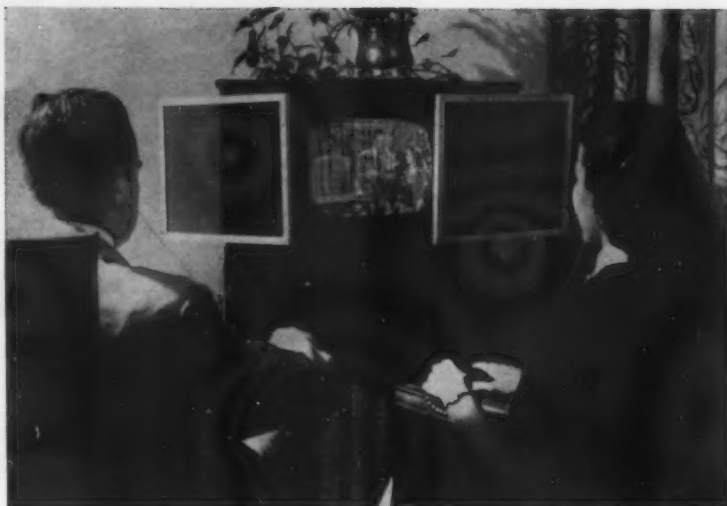


High gain of the CONICAL is illustrated in the gain charts for single, two bay and four bay models. Measured in accordance with proposed RETMA standards, the charts also show the desirable flatness of the gain curves.

AMPHENOL

AMERICAN PHENOLIC CORPORATION

chicago 30, illinois



THE PICTURE on the screen of this Du Mont "Duoscopic" TV set may look like a double exposure to you but through use of polaroid panels the man and woman in the picture are watching different shows on the same screen. The panels filter out one of the two pictures on the screen. Audio is handled through personalized earpieces. So far the "Duoscopic" is a promotional gimmick but Du Mont would begin production if demand warrants.

Two Heads Better Than One?

That's the obvious question when you take a first look at Du Mont's "Duoscopic" TV which lets two people watch different shows on same screen

There is no question that Du Mont has developed a television set which allows two people to look at two different programs on the same screen at the same time.

The big question, however, is what Du Mont is going to do with the "Duoscopic", now that they've got it.

There's no definite answer to that question, Dr. Allen B. Du Mont acknowledged during press showings of the new set last month. For the time being the company will parcel out its 35 or 40 existing "Duoscopies" to distributors and dealers for local

promotion. As of now there are no plans for commercial production. However, if the public wants such sets (after they've seen or heard about the pilot run of "Duoscopies") Du Mont will go into commercial production.

The novel set employs two picture tubes, a dual chassis and twin audio system. A half-silvered mirror permits image selection from the face of the two picture tubes. The actual selection of the picture by the viewer is accomplished through the use of polaroid glasses or polaroid screens.

The most obvious use for the new

TV Training



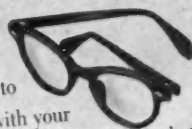
RECENTLY OPENED service school sponsored by Hoffman Radio Corporation in Kansas City stressed new concept in schooling. Classes were given solid, basic training on how to service sets with no emphasis on the sponsors line of TV. Result: new friends among dealers and technicians in the area.

MEMO FROM CBS-COLUMBIA

TO: *All Alert Dealers—Full Fidelity TV makes CBS-Columbia Sets different from all others—gives you a demonstrable advantage. Make FF/TV work for you. Tell it—and you'll sell it!*

How CBS-Columbia TV receivers help you see television with your ears

1 You've probably noticed, if you happen to wear glasses, that you seem to *hear* better with your glasses on. People who wear hearing aids feel that they see better when their hearing is corrected. This



partnership of eye and ear has long been known to psychologists. They point out that both of these senses should work *together* to give you the keenest impression of reality.

2 CBS Laboratories—pioneers in radio, television and recording techniques—found this fact neglected in the design of TV receivers. A lot of effort has been directed at giving you a sharp picture. But the *sound* reproduction of the average



set is flat and primitive compared with the realism and range of a genuinely high-fidelity sound system. Your eye may be well treated, but your ear is cheated. The result is something less than full fidelity. You're not getting *all* of TV.

3 Accordingly, CBS-Columbia developed a television receiver with a sound system absolutely unique in TV. It is called 360° Sound—a name suggested by the 360 degrees of a perfect circle. Using two speakers and two sound outlets fac-



ing in opposite directions, the CBS-Columbia receiver radiates sound all around you. Switch it on and *the whole room plays*. No other TV receiver gives you such faithful reproduction of voice and music, such a happy marriage of sight and sound.

4 The picture system of the CBS-Columbia receiver is equally advanced. It contains every important electronic refinement to give you a sharp, "deep," perfectly focused picture. And remember, you see better because you hear better. Sight and sound work together to produce an experience of



complete realism. That's why CBS-Columbia Sets alone deserve the name of *Full Fidelity Television*—completely faithful to both eye and ear. Ask for a demonstration. Your dealer has more than 25 models from which to choose—as low as \$179.95, including Federal Tax and warranty.

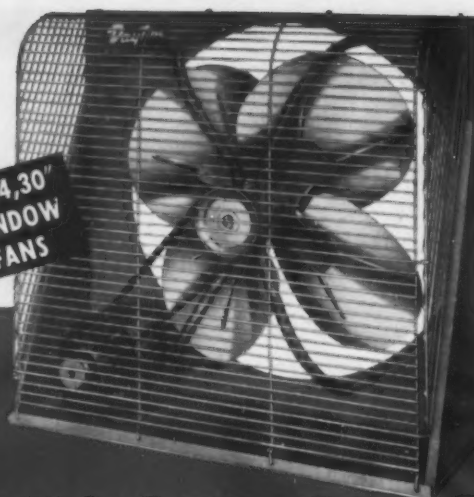
CBS-Columbia—A Division of the Columbia Broadcasting System

CBS-COLUMBIA FULL FIDELITY TELEVISION RECEIVERS

Quiet, High-Volume Window Fans

Dayton Window Fans with belt-driven 22, 24 and 30" blades provide high displacement of hot, stuffy air in rooms and apartments. Cools and refreshes nature's way. Installs in 30" and larger windows. Portable. Operates quietly and at low cost. Lifetimes nylon bearings. Rigid steel frame and husky finger-safe guard finished in gray hammerloid. Powered by standard, dependable 115 V. 60 Cy. motor. A big seller everywhere—they do the job of high priced fans. Illustrated is 24" fan, model No. 5F80, list \$74.00.

22, 24, 30"
WINDOW
FANS



Make Bigger Profits
Promote Fast-Selling

Dayton WINDOW FANS

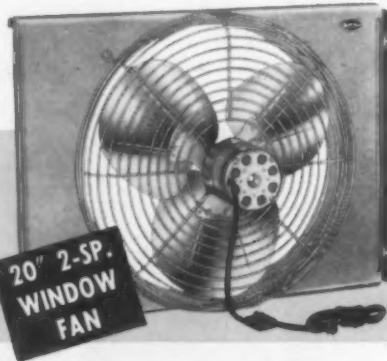
PRICED TO REACH A —
larger market!



1954 will be your biggest year for window fan sales and profits. Past two hot, sizzling summers have sold window fan ventilation and cooling to millions of apartment dwellers, home owners, business people and others.

Dayton gives you the 20" to 30" window fans featured here—plus 10", 12" and 16" sizes. Line also includes new Mobile Fan and wide selection of attic fans, air circulators, exhaust fans, blowers.

Dayton gives you quality features and modern design at lowest possible prices always. You can order or inspect Dayton Fans at your nearby Grainger Warehouse; or write for catalog.



New Mobile Comfort Maker

Most versatile fan for the home—portable on wheels for direct or indirect cooling comfort. Use at window to exhaust room air. 18", 3-speed blade delivers 2400/1600/1200 CFM. 3-speed switch in motor canopy. Chrome guard mounts fan head and swivels 180°. 48" steel stand on 21 x 17" base with two rubber wheels at rear of fan. Green hammerloid finish. 115 V. 60 Cy. motor. 12 ft. cord. Model No. 2C283, list \$76.75.

Room Cooler & Ventilator

Best day and night room comfort maker for most people—in the price range. Easily installed in 30 to 39" windows where it exhausts and replaces hot room air with cool, refreshing outside air. 20", 2-speed blade 3000/1540 CFM. 22 x 30" steel panel extends to 39" Chromed blade guard. Baked ivory finish. 115 V. 60 Cy. motor. 12 ft. cord and switch. Und. Lab. App'd. Handsome and sturdy. Model No. 4F245, list \$52.00.

Comfort for Entire House

Powerful attic fan built for efficient home and commercial cooling service. Priced under the market. Will outlast the building it cools. Standard vertical and horizontal (ranch-house) types with 24 to 48" quiet, high-volume blades. 115 V. 60 Cy. motors. Easily adapted to any type of installation. Model No. 5F51, 24" blade fan, list \$81.00.

Dayton

See complete Dayton Fan Line—write for new descriptive catalog and generous dealer discounts



DAYTON ELECTRIC MANUFACTURING CO., CHICAGO 12

Dayton Fans are available from W.W. Grainger, Inc. Warehouses
Grainger has fan stock in 49 principal cities. See phone book

set is to allow the man of the family to watch one program while his wife watches another of her choice. But there are many other possibilities. An individual could watch one program and hear another. Or one sound channel can be used to play records while other people in the room watch television. One group can play cards while another listens to records or watches television.

The price for all this is somewhat uncertain since production plans are indefinite. Dr. Du Mont estimates that the "Duoscopic" in production would cost about twice as much as a conventional set. The savings on one cabinet would probably be eaten up by the accessories necessary for dual viewing—earpieces and polaroid screens or glasses.

Radio Popular

Despite the advent of television, two out of three adults in TV areas listen to radio sometime during the average day—especially when they are occupied with every day activities.

This is the conclusion of a comprehensive survey of listening habits in television areas made by Alfred Politz, researcher, under the sponsorship of 11 radio stations.

High point of the study is emphasis on the fact that people can and do listen to radio while doing other things—a characteristic exclusive with radio, according to Alfred Stanford, advertising agency executive who wrote a supplementary comment.

Exclusive Characteristic. "To discover an exclusive characteristic enjoyed by one medium alone, and of which that medium had not been actively aware, should prove a great reward to those men of vision and courage who sponsored this study of radio in television areas," Stanford said.

The survey shows that in an area of 72 percent TV ownership, 65 out of 100 persons listen to radio some time during the day. A total of 29 percent listen before breakfast. By the end of seven days, the audience has built up to 88 out of 100 persons.

In showing "where people listen," the study develops radio's characteristic of mobility. The medium, it points out, acquires its huge audience because it is available to people at all times, in all places.

Multiple Sets. In describing where people listen at home, the survey not only discloses the importance of multiple sets, such as those in kitchens, but also indicates that it is this dispersion of sets which precludes accurate measurement of the size of the audience by the rating service. It accounts for their inability to describe who and where the listeners are.

Between supper and going to bed radio reaches almost 18 million persons in television areas for an average of 104 minutes, the survey shows, and the attentiveness of the radio audience increases strongly in the evening.

The study has now been recognized by both Broadcast Advertising Bureau and the National Association of Radio-TV Broadcasters and will be merchandised by these two groups.

SESSIONS NEW 1954 CLOCK PROGRAM DOUBLES SUCCESSFUL 1953 EFFORT!

\$25,000 "September in Paris" Contest to spur on Retail Sales

**Top Retail Clerk wins De Luxe Trip to Paris
Distributor Salesman can win Paris trip, too**

Forestville, Conn., Feb. 1. To stimulate sales of Sessions Clocks in 1954, a \$25,000 "September in Paris" Contest for RETAIL SALES CLERKS was announced today by Douglas Lapham, Manager of the Company's Clock Sales Division.

Grand prize will be an all-expense-paid completely deluxe week in Paris for two. Second and third prizes are all-expense-paid trips to New York or Los Angeles. Runner-up awards, 1280 of them, total an additional \$5,000 in retail value.

Matching the award to the contest's winning sales clerk is an identical deluxe week in Paris for two people for which distributor salesmen are eligible. There will also be monthly prizes to distributor salesmen.

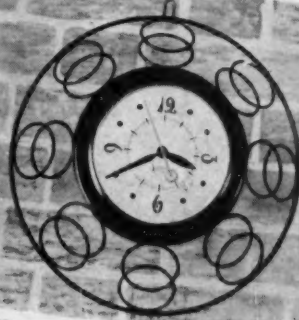
The story of this new Sessions Contest will be told at Distributor luncheon meetings in Chicago, St. Louis, Detroit, Denver, San Francisco, Cleveland, Los Angeles, Houston, New Orleans, Cincinnati, Hartford, Philadelphia, Boston, New York, Atlanta, Pittsburgh, Baltimore and Miami.

1953 Was Biggest Year in Sessions 121-Year History

Forestville, Conn., Feb. 1. Public response to the improved styling and mechanical features of Sessions Clocks paid off to the tune of a whopping sales increase in 1953, it was announced today.

Sessions 1954 Advertising to be bigger, include TV

To introduce new Sessions clock models, more frequent use of national advertising, plus



FRAMED SAUCER: Sessions kitchen clock shown in one of three new decorator settings.

Decorator Setting is Newest Idea in the Clock business

Forestville, Conn., Feb. 1. To capitalize on the success of its fast-selling \$3.95 Saucer kitchen clock, Sessions today introduced a merchandise wrinkle new to the clock business.

For the first time, the Saucer will be available with specially

designed backgrounds. These include a lacy wrought-iron frame, a festive, colorful Mexican raffia fan and a beautifully grained hardwood "salad bowl."

The settings will be available to retailers in packages of six.



NEW FACE OF 1954: Sessions "Mount Vernon" Banjo Clock.

NEW BANJO BOWS

Forestville, Conn., Feb. 1. Sessions Colonial style Banjo wall clock has a new name and a new look for new sales in 1954.

Named the "Mount Vernon," its handsome case is in light mahogany colored wood and its face displays elegant Roman numerals on a clean, freshly-styled dial.



COPPER TONES make style news in Sessions "Coppersmith."

NEW "COPPERSMITH" IS INTRODUCED

Forestville, Conn., Feb. 1. Sessions Clock designer Mac Tornquist has come up with another winner.

The "Coppersmith," designed by Tornquist to meet the tremendous popularity of copper as a theme in kitchen decor, is the industry's newest copper-cased clock.

Retailing at only \$7.95, this new, thin, wall-hugging kitchen clock has all the earmarks of a huge success.

Unveil new Clock Tower Deal



PROVEN SALESMAN, Sessions permanent Clock Tower display does big job in small space.

Chicago, Ill., Feb. 1. Retailers stand to make 21% above normal profit by getting in on the 1954 version of the Sessions deal that proved so valuable in 1953. The new clocks in the deal increase profit substantially.

Scores of retailers displaying the Clock Tower last year reported sales averaged more than 5 clocks per week. Big stores ran as high as 16 clocks daily.

Participating retailers will buy 11 of Sessions fastest-selling clocks for \$44.12. On a gross of \$71.45, profit will be \$27.33. Given free with the deal are 2 Sessions Tea Pots, 1 Sessions Chef and 1 Sessions Windmill for a clear profit of \$21.80.

Deducting the cost of the Permanent Display \$15.85, from the gross profit of \$49.13 leaves retailer a net profit of \$33.28 in addition to owning the Tower itself.



NEW FACE on "Bellaire" alarm looks like nubby tweed fabric.

Restyled "Bellaire" Alarm has enhanced Sales Appeal

Newly designed with a modern, tweed fabric-like dial face, Sessions popular "Bellaire" alarm bids for higher sales in 1954.

The face-lifting promises to give the \$4.95 (retail) alarm a greater appeal than ever to style-conscious clock buyers. A luminous version retails at \$5.95.

Sessions
Electric Clocks

YEARS AHEAD IN ELECTRIC TIME

THE SESSIONS CLOCK COMPANY, Forestville, Connecticut. In Chicago: Merchandise Mart Plaza. In San Francisco: Western Merchandise Mart. In Canada: The Frank Martin Co. (Exclusive Sales Agent), Toronto, Ontario. All prices plus applicable taxes.

Hold on to your hat!

HERE'S DOMINION'S
NEW SPRING
CAMPAIGN!



- 1 FULL PAGE ADS
IN FULL COLOR**
- 2 EXPANDED PROGRAM
ON COAST-TO-COAST
TV and RADIO SHOWS**
- 3 TIE-IN MATERIAL
FOR KICK-OFF AD IN
MARCH HOUSE BEAUTIFUL**
 - Counter card with full color ad reprint
 - Cooperative newspaper advertising program
 - Catalog sheets
 - Colorful envelope stuffers
 - Complete line catalogs

INSIST ON THE BEST—BUY DOMINION



DOMINION
TRADE MARK

DOMINION ELECTRIC CORPORATION
MANSFIELD, OHIO

Distaff Side



WOMAN DESIGNER, Helen Marie Kelleher, draws up a sketch of a TV receiver for Raytheon, for whom she works. Miss Kelleher interprets the feminine preferences in furniture styling into receivers.

One in Seven

Almost one in every seven TV sets in use today will require a new picture tube in 1954, according to J. Milton Lang, general manager of the General Electric tube department.

Market research shows an expected need for over four million replacement tubes this year, he said. The nation now has more than 27 million sets in use.

The high replacement tube figure represents "a normal development with so many sets growing older," Lang said. The four-million figure is expected to top the 1953 requirement by about 50 percent.

Television Briefs

• "Limited quantities" of color television receivers are coming off the assembly lines at Westinghouse's new TV plant in Metuchen, N. J., according to T. J. Newcomb, manager of the television-radio division.

• Sarkes-Tarzan, Inc., rectifier division, has prepared a booklet on selenium rectifiers for color TV manufacturers and engineers. The firm has covered power supplies that will deliver from about 250 volts dc at 500 milliamperes to 450 volts dc at 750 milliamperes.

• A midget closed-circuit television system has been developed by RCA and is being displayed by electronics parts distributors.

• The National Better Business Bureau has issued a booklet entitled "The Facts About Color Television." NBBB advises the consumer to weigh the "cost and limitations" of color TV before deciding whether to buy a color or monochrome set.

• Chromatic Television Laboratories, Inc., has added new grid-producing facilities for use in manufacture of the large screen Lawrence color TV tube. Initial annual production rate of more than 25,000 grids is expected, according to Chromatic.

"My Satisfied Customers Convinced Me... The SYLVANIA TV Franchise is Worth its Weight in Gold"



"My business reputation in this community depends a lot on the local reputation and performance of the products I sell. I can't afford to handle unproven appliance lines. I can say truthfully that Sylvania TV has made many friends for me... many completely satisfied customers. Besides that, Sylvania HALOLIGHT, in my opinion, is the most valuable demonstration-sales feature in television today."

Robert A. Benson

MR. ROBERT A. BENSON, Vice President, Benson Music Shop Inc.,
5225 W. Chicago Avenue, Chicago, Illinois.

5 Reasons Why Dealers Prefer SYLVANIA TV

- 1 Sylvania protects their dealers with exclusive area franchises.
- 2 Sylvania TV is easier to sell. It caters to customers' eyes with better pictures, amazing HALOLIGHT and handsome cabinetry.
- 3 Sylvania TV is noted in the trade as a set requiring less service... a set that builds confidence in a dealer and the products he sells.
- 4 Sylvania Television discounts are the fairest in the business. Satisfied dealers are their first concern.
- 5 Sylvania backs dealers up with powerful advertising at all levels. Their eye-appealing point-of-purchase material and literature is the kind dealers prefer.

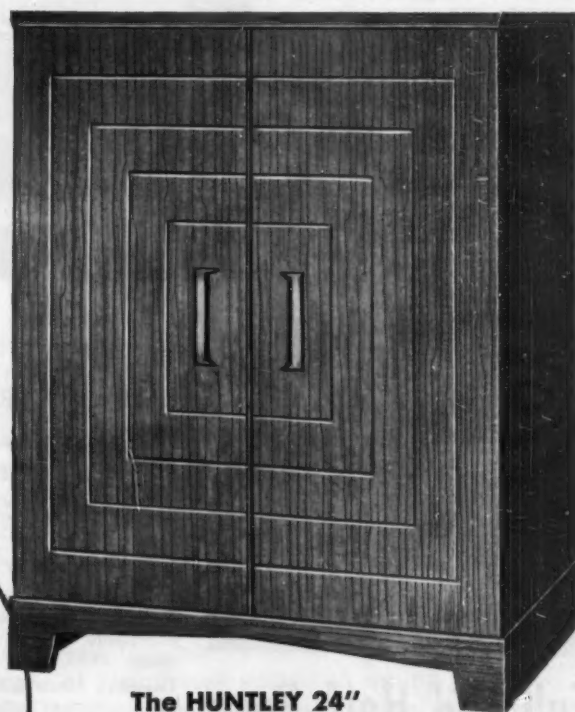
Only SYLVANIA TV has HALOLIGHT

The Frame of Light for Greater Viewing Comfort



The FAIRMONT 21" Table
Model with HALOLIGHT. In
Mahogany or Blonde.

*America's
Hottest Selling
Television
Feature!*



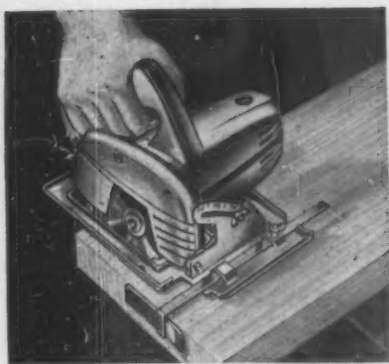
The HUNTLEY 24"
Blonde Console with Doors, featur-
ing HALOLIGHT. Also in Mahogany.

**CONTACT YOUR NEAREST
SYLVANIA TV AND RADIO
DISTRIBUTOR TODAY!**

HALOLIGHT is a Sylvania Trademark

SYLVANIA TELEVISION

Sylvania Electric Products Inc., 254 Rano Street, Buffalo 7, New York • RADIO • TELEVISION • LIGHTING • ELECTRONICS



New PET Electric Saw
\$2995 with Exclusive
 RETAIL **TRU-GUIDE*!**

*Guide line and level index calibrated *after* saw is assembled. TRU-GUIDE guarantees right-to-the-line cutting. Exclusive! Priced low. A real value!

3 Great New **PET** Power Tools PLUS BIG PROMOTION FOR PROFITS!

New PET WALL-SHOP
 Complete 37-piece set
ONLY \$2995
 RETAIL

A whole tool kit on the wall! A place for everything, everything in its place. Newest, most-attractive, fastest-selling idea since the beginning of drill kits!

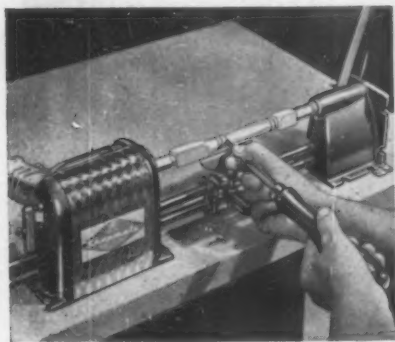


New PET Shopmate
LATHE and DRILL PRESS
\$1995 Powered by any PET
 RETAIL $\frac{1}{4}$ " Electric Drill

For turning, horizontal and vertical drilling. Any PET $\frac{1}{4}$ " drill drives this sturdy combination bench tool.

Bench Saw fits Shopmate lathe. Has adjustable table, rip fence, mitre gauge. \$9.95, retail.

Complete Motorized Home Power Shop combines lathe, drill press, bench saw. Also a sander-grinder and router. Including power unit and 24-piece accessory kit. \$59.95, retail.



Full and Half-Page
POST Ads!

Throughout 1954

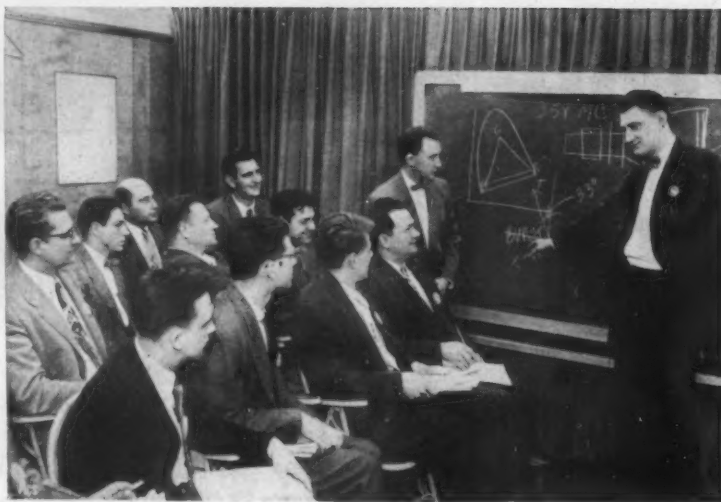
This year, PET'S PROMOTION is spearheaded by large, frequent, powerful ads in The Saturday Evening Post. Beamed toward over 148 million readers, these ads will steer buyers your way. Stock, display, and tie in with this giant program. Order from your jobber, now!

Send for free copy of big, 64-page "Portable Power Tool Guide" and name of nearest PET distributor.



PORTABLE ELECTRIC TOOLS, INC.
 320 W. 83rd Street, Dept. EM-254, Chicago 20, Ill.
 In Canada: Portable Electric Tools, Ltd., 452 Birchmount Rd., Toronto, Ont.

SERVICE



FIELD ENGINEERS for Admiral Corp. explain intricacies of color TV to distributor personnel at a week-long preliminary training school. At blackboard are Ralph Bowden, left, and Frank Hadrick, engineers who conducted the training class.

Color: An "Artistic" Field

RCA sets up a comprehensive program designed to teach the fundamentals of color; other manufacturers arrange clinics for engineers and service men

RCA and other manufacturers took the first steps toward tackling the color TV service problem last month with announcement that they are setting up clinics and schools for technicians.

RCA called in the press to explain a comprehensive four-way program designed to get the basic principles of color over to engineers, receiving set licensees and service men.

RCA's program got underway in January with the first of its four-day clinics for set-making licensees in New

York and Chicago, with a third scheduled for Los Angeles in February.

All phases of color theory and practical aspects are included in the sessions.

Two-Day Clinics. Next in line is a series of two-day technical clinics to be held in 65 key cities across the country, starting early in February. Technical specialists from the RCA Service Co. will conduct the meetings.

In addition, RCA announced publication of a service textbook, "Practical

Service School



FACTORY TRAINED PROGRAM instituted by A-P Controls helps give on-the-job training to operators of authorized A-P Service Stations. B. Kahrhoff, service station manager, is shown here explaining the calibration procedure used on A-P Control valves.

**DRAMATIC, DYNAMIC DEEPFREEZE PROMOTION
GETS LIVE, QUALIFIED PROSPECTS!**

Announcing! Deepfreeze \$100,000 National Home Appliance Contest



THE DEMAND IS FOR DEEPFREEZE IN '54!

**—Sell Anniversary Model Genuine Deepfreeze Home
Freezers, Refrigerators, Air Conditioners,
Electric Ranges and Water Heaters**



**SELL THE TRADE NAME Deepfreeze®
THE SMARTEST DEALERS DO!**

© 1954 Deepfreeze Home Appliances, North Chicago, Illinois. Makers of genuine Deepfreeze Home Freezers, Refrigerators, Room Air Conditioners, Electric Ranges and Water Heaters.

ELECTRICAL MERCHANDISING—FEBRUARY, 1954

★ **215 BIG PRIZES of DEEPFREEZE Home Appliances Valued at \$100,000!**

★ **Nothing to Buy! Contestants may submit as many entries as they wish!**

★ **You cash in on greater DEEPFREEZE product interest, increased store traffic and good will!**

The tremendous Deepfreeze \$100,000 Contest will create product interest, prospects, good will and SALES for Deepfreeze Dealers everywhere! Every entrant is a *qualified local Deepfreeze prospect for you.*

National advertising, dealer ad mats and point-of-sale materials will publicize the event. It begins February 15th and ends April 1st.

Dominant Deepfreeze promotions like this will back up America's finest appliances for '54! They're going to be the hard-hitting, proven, profitable kind of promotions that consistently bring good results for dealers. And this big "kick-off" contest is just one example of Deepfreeze sustained selling power!

Sell Deepfreeze quality home appliances, backed by Deepfreeze dominant year 'round promotion. Make 1954 the most successful year in the history of your business. Write Deepfreeze Home Appliances, North Chicago, Illinois, today for complete details.

Fill Out Coupon Now!

Deepfreeze Home Appliances
North Chicago, Illinois

EM-254

Send me all the details about the national Deepfreeze Home Appliance Contest, including full information on America's finest home appliance line for '54!

Name _____

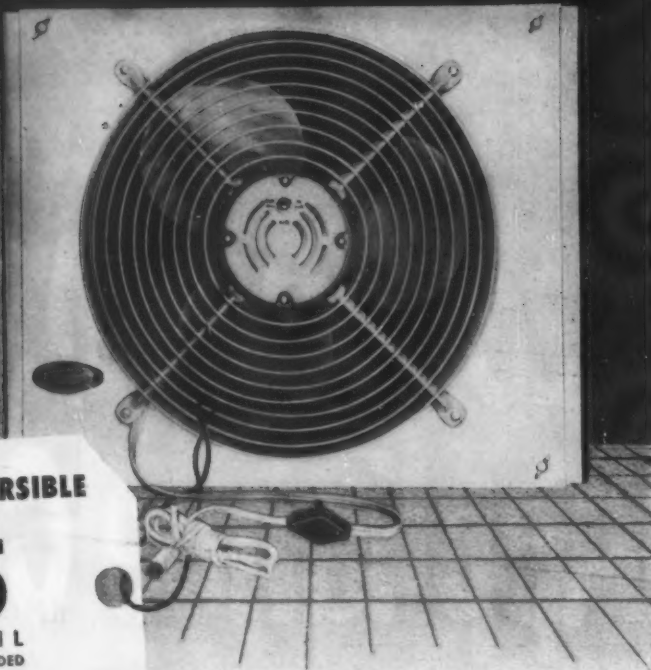
Address _____

City _____ Zone _____ State _____

DELUXE 16" ELECTRICALLY REVERSIBLE

\$49.95
RETAIL
F.E.T. INCLUDED

A CHELSEA PRODUCT



So Many Features
Go With This~

CHELSEA
WINDOW FAN

Features you can sell: Two-speed, electrically reversible motor • Top-quality, all-steel, heavy-duty construction • Adjustable side panels to fit any standard window • Soft, mist gray finish to blend with any color scheme . . . plus promotional aids that include: Display stands for each size fan • Stands for multiple fan displays • Window streamers and store display cards • Counter displays with literature holders • Attractive direct mail literature • A wide variety of newspaper mats.

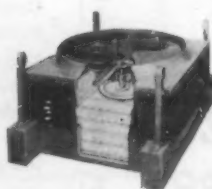
. . . and this is only *one* in a line of *seven* popular models by Chelsea—famous for years as builders of heavy-duty industrial fans. . . It is a line you can sell in volume with *electrically reversible* models priced to meet every home owner's budget! . . . Only \$49.95 for the 16" fan, \$59.95 for the 20" model and \$99.50 for the big, 24" model—with every one built to the highest quality and performance standards . . . Sold only by Chelsea distributors located throughout the entire country.

Chelsea Window Fans are Approved by the Underwriters Laboratory and are rated for capacity in accordance with the standard code test of the Propeller Fan Manufacturers Association. They are covered by an unconditional one year guarantee on workmanship and materials.



HI-CAPACITY WINDOW FANS

Big 24" and 30" models that can move tremendous volumes of air. Both are two-speed and electrically reversible. The 24" model is mounted in a 27 1/2" square frame, the 30" in a 35 1/2" square frame. Adjustable side panels available.



CHELSEA ATTIC FANS

A complete line of quiet, vibrationless attic fans that circulate cool air throughout the entire house. Can be horizontally or vertically mounted. Tremendous sales potentials to both home owners and contractors.

CHELSEA FAN & BLOWER CO., INC.

PLAINFIELD, NEW JERSEY

MANUFACTURERS OF INDUSTRIAL VENTILATING AND HOME COOLING EQUIPMENT

Color Television for the Service Industry"; development of the color signal simulator, a new type test equipment to be used for aligning color sets; and inauguration of a home study course for technicians.

RCA indicated to the press that potential service contracts for set owners would probably cost several times the present \$60-black and white contracts, although no definite arrangement has as yet been set up.

In setting up a dry-run color set installation for the benefit of reporters, RCA officials explained that color was an "artistic field" and that "the entire service industry will be elevated a few notches over what it is now."

E. C. Cahill, president of the RCA Service Co., said the extensive program had been set up to prevent a recurrence of the critical shortage of trained service men which existed when black and white was introduced.

Admiral's School. At the same time, Admiral has begun conducting classes on color TV for the company's distributor personnel representing cities on color TV networks. A month-long technical school to teach servicing techniques is scheduled for early this year.

Sylvania set up its own color service school in January. Color field clinics for dealer servicemen also are in the offing, according to Bernard Holsinger, Sylvania general sales manager for radio-TV.

Problems of servicing color TV were tackled by Westinghouse with a two-week course for engineers at the firm's radio-TV headquarters in Metuchen, N. J.

Expanded Service

RCA-Victor has started construction on a group of buildings to serve as administration and laboratory headquarters for its home instrument and service company laboratories.

The project, which was almost a year in planning, will contain five inter-connected buildings and will be located on a 58-acre tract in suburban Camden, N. J. It is scheduled for completion in the fall of this year.

About 1,400 persons will be housed in the buildings, which will accommodate the main laboratory and office.

Sessions Service

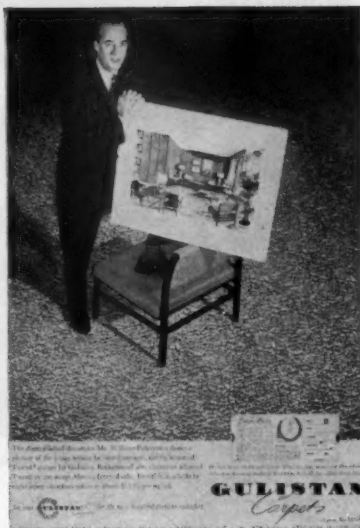
Sessions Clock Co. has completed distribution of a new product service manual detailing service data on all Sessions' electric clocks, clock-radio timers and electric clock movements.

Sessions undertook a revitalization of its service program about a year ago, beginning with home office personnel. Another step in the program was the announcement of new repair allowances to authorized field service stations.

During 1953, Sessions clock service was extended in both the United States and Canada by the addition of 18 new stations. Total number of stations now in operation has reached an all-time high of 87.



REVERE WARE color page



GULISTAN CARPETS color page



DAYSTROM FURNITURE color page



GENERAL ELECTRIC color page



INTERNATIONAL SILVER page

We are advertised by...

our advertisers... These five advertisements from the November issue indicate the market that enterprising national advertisers have found among subscribers to **SUCCESSFUL FARMING**... Nine out of ten SF families are on farms—with an annual average cash income of around \$10,000... a huge bloc of buying power!

After twelve years of good prices and good profits, SF families are living better, and can afford new comforts and conveniences. The remodeling of farm homes on an impressive scale, and the high rate of new home building, afford an enormous new market for house furnishings, furniture and appliances.

SUCCESSFUL FARMING offers not only a major class market... but balances national advertising schedules, supplies strength where general media coverage is weak.

Ask any SF office for the facts!

MEREDITH PUBLISHING COMPANY, Des Moines...
New York, Chicago, Cleveland, Detroit,
San Francisco, Atlanta, Los Angeles.



**Sell the lady what she wants
and help yourself to more profit per unit!**

The New Cadillac QUICK-VAK

It's America's most beautiful, most versatile vacuum cleaner. Engineered to today's home cleaning problems . . . styled to melt customer sales resistance . . . packed with features that mean extra profit for you.



Only Cadillac Offers All These Sales Producing Features:

- EXCLUSIVE 2-SPEED CONTROL
- SWIVEL TOP
- BEAUTIFUL 2-TONE GREEN FINISH
- DISPOSABLE DUST BAG
- "FLOATING BRUSH" FLOOR NOZZLE
- OVERSIZE MOTOR—POWERFUL PICKUP
- REACHES EVERYWHERE—FROM FLOOR TO CEILING
- MOTOR MOUNTED IN RUBBER
Reduces vibration and noise
- NO-LEAK FILTER SYSTEM
- LIGHT WEIGHT
Easy to carry

E-Z ROLL DOLLY (Optional Equipment)

**NATIONAL ADVERTISING
IN LEADING CONSUMER
MAGAZINES WILL PRE-SELL
HOMEMAKERS EVERYWHERE**

Attractive point-of-sale literature and displays ready for you.

DEALERS! Big profits coming your way. Write today for complete details and name of your nearby Cadillac distributor.

PLACE ORDERS NOW!

CLEMENTS MFG. CO.

Dept. B., 6450 S. Harrington Ave., Chicago 38, Ill.

For more than 44 years, sold only by reliable dealers and distributors.

MANUFACTURERS



NASH-KELVINATOR PRESIDENT George W. Mason, right, is presented with traditional lapel pin in honor of his 25th year with Kelvinator. Mason has been president of the firm during the entire time, now is president of American Motors. Presenting pin is Percy J. Ebbott, a director of Nash-Kelvinator.

Kelvinator Combines Again

Celebrating its 40th year in the refrigeration business, Kelvinator becomes a part of the newly-formed American Motors Corp.

One of the oldest firms in the appliance industry got a new corporate name last month as Nash-Kelvinator and Hudson Motor Car Co. merged to form American Motors Corp. Kelvinator, which was in the midst of celebrating its 40th birthday, will now operate as a separate division of American.

Nash-Kelvinator president, George W. Mason (who joined Kelvinator as president in 1928 and became head of Nash-Kelvinator when the firms merged in 1936) will head the new firm.

Kelvinator, which produced more than 638,000 appliances during the last fiscal year, has launched its anniversary year with an intensive first-quarter "Jubilee of Bonus Values" campaign.

The campaign makes use of a five-point "sales barrage" planned to bring each Kelvinator dealer a bigger share of 1954 appliance business in his shopping area, according to Charles J. Coward, merchandising manager. The campaign includes:

1. A nationwide TV show, "Omni-bus," coast-to-coast over CBS-TV network every Sunday.
 2. A hard-hitting national magazine advertising campaign.
 3. A complete "Jubilee of Bonus Values" display and traffic-building store promotion.
 4. A weekly "bonus values" promotion covering refrigerators, freezers, ranges, laundry equipment and kitchen cabinets.
 5. Key city newspaper advertising.
- Models on the Floor.** "A major dealer problem in the past has always been to get enough models from each product line on the appliance floor at one time," Coward said. "This year, however, Kelvinator's new product

lines have been planned so that each dealer can exhibit an adequate product display with only five refrigerators, four featured range models, three freezers, automatic washer and dryer and room air conditioners."

Coward said key traffic-building promotion is an adaptation of the key-and-treasure chest idea, with a 40th anniversary "Lucky Birthday Cake" as the object to be opened by the winning key-holder.

This year, also, Kelvinator has "new, shortened lines to afford the dealer the advantages of complete line display in less space, lower investment, fast turnover and easier step-up selling." The new line was introduced recently.

In celebrating their firm's 40th anniversary, Kelvinator officials trace their history back to the first year of World War I, when Edmund J. Copeland brought Nathaniel B. Wales, a young engineer, to the office of Arnold H. Goss, a prominent enterpriser. Wales began to draw up blueprints for his idea of mechanical refrigeration.

Change of Name. First formed in 1916 as the Electro-Automatic Refrigeration Co., Inc., the organization was renamed Kelvinator Co. in the same year in honor of Lord Kelvin, distinguished 19th century British scientist who pioneered in discovery of the physical principles upon which mechanical refrigeration is based.

Kelvinator soon acquired the Leonard Refrigeration Co. and the Nizer Corp. Negotiations with Nash Motors followed, and in 1936 the two firms merged.

Kelvinator later expanded into other major appliance lines, so that it currently makes not only refrigerators but freezers, electric ranges, water heaters, washers, clothes dryers, ironers, disposers, cabinets and sinks.

SELL

the room air conditioner
with the new
slim silhouette

**IT'S BUILT BY THE PEOPLE
WHO KNOW AIR CONDITIONING BEST**

When you mention "Carrier" to a customer, he knows the name. And he knows that it stands for the best in air conditioning. Not in TV sets . . . not in washers . . . not in ranges . . . but in air conditioning.

He probably knows that Carrier experience goes back to Willis Carrier's original air conditioning installation more than 50 years ago.

He certainly knows that Carrier has air conditioned most of the world's famous buildings . . . from Radio City Music Hall to the U. N. . . . from the Capitol to the Pentagon.

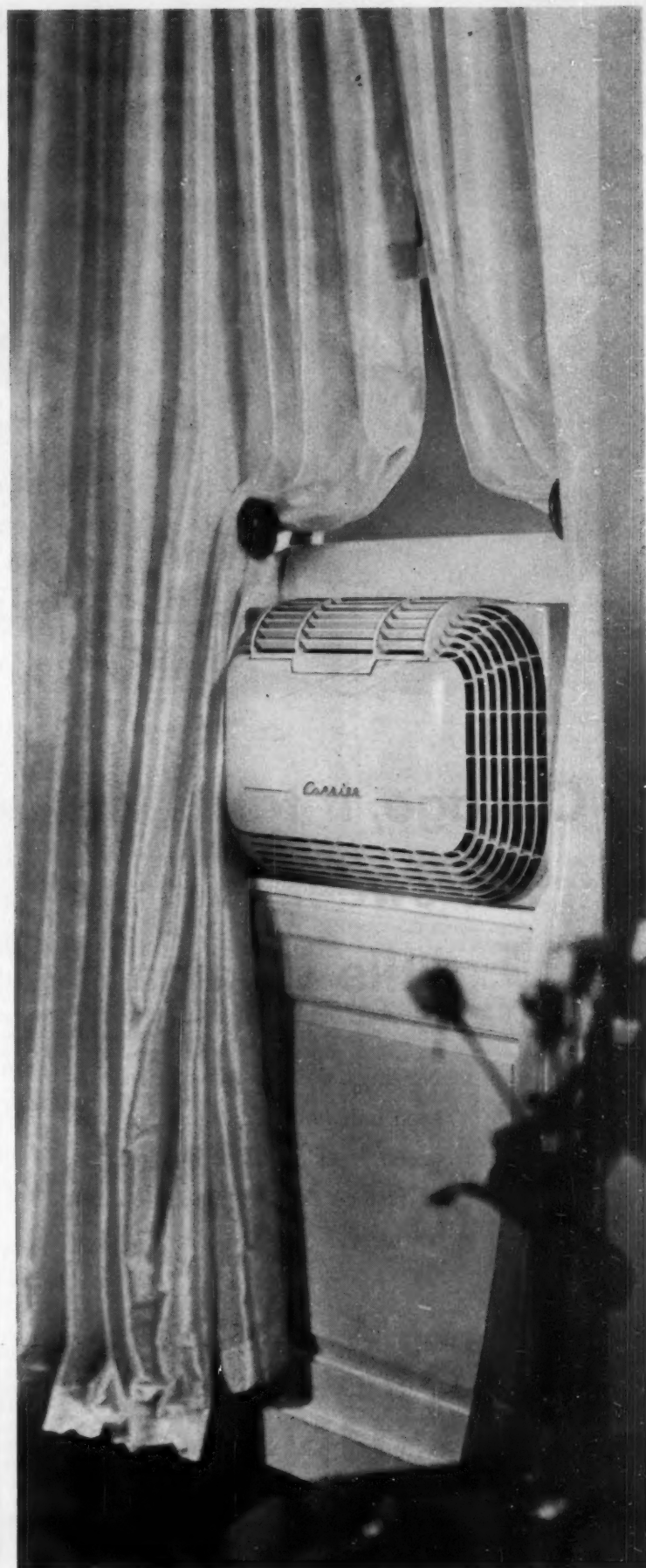
There are other reasons to make him want the new Carrier Room Air Conditioner. He (and his wife) will appreciate the new slim silhouette—the graceful, slender profile that scarcely extends beyond the window sill. He'll admire the new adjustable air-flow . . . the new simplified controls . . . the new colors!

And automatic temperature control is furnished as standard on three models.

Isn't that the kind of product and prestige you want to sell?



**first name
In air conditioning**



CARRIER CORPORATION, 318 S. Geddes Street, Syracuse, New York

It makes sense to me. Send the name of my nearest Carrier distributor. I want to sell Carrier!

Name _____
Street _____
City _____ State _____



In Chicago, it takes 2— to sweet-talk the little woman

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the ...



**CHICAGO
SUN-TIMES**

211 W. Wacker Dr., Chicago • 250 Park Ave., New York

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

REPRESENTED BY: SAWYER-FERGUSON-WALKER CO.,
LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA
HAL WINTER CO., MIAMI BEACH

New Dryer Line

Pennsylvania Range Boiler Co., manufacturer of gas and electric water heaters, last month announced its entry into the major appliance field with a low-priced automatic clothes dryer.

The new dryer, called the "Douglas," is available in either gas or electric models, according to Harry Lasky, general sales manager for Pennsylvania Range Boiler Co.

Features of the new dryer include "Even Flow Heat," a new type heating coil, and a solid tub. Suggested retail price for the 10-pound capacity unit is \$169.95.

The Douglas is marketed exclusively through appliance distributors, with regular distributor and dealer mark-ups, Lasky said. The firm has created a new division, the Douglas Home Appliances Division, to market the product.

Indications were that the firm also may manufacture an automatic washing machine later this year.

Plant Purchased

Whirlpool has purchased the former Bendix laundry manufacturing plant at Clyde, O., it has been announced jointly by Victor Emanuel, Avco president, and Elisha Gray, Whirlpool president.

Bendix will transfer its laundry manufacturing operation to enlarged facilities at Avco's Nashville, Tenn., plant.

Transfer of the 265,000 square-foot facilities at Clyde is expected to be completed in about six months. Purchase price was not announced.

Eureka Firm Sold

The sale of Eureka Williams Corp. heralds a new era of aggressive management designed to make the Bloomington, Ill., firm a major competitor in the appliance field.

This is the plan of C. Russell Feldmann, president of Henney Motor Co., Inc., Freeport, Ill., which purchased Eureka-Williams for \$4 million last month. It becomes Eureka Williams Co., a division of Henney.

Feldmann appointed B. C. Milner, Jr., as executive assistant to the president of Henney in charge of the Eureka Williams Division. Milner, an experienced management executive, will make his headquarters in Bloomington.

H. W. Burritt, president of the old Eureka Corp., will continue with the new management on a consulting basis. There is no immediate change planned in manufacturing activities.

Eureka makes vacuum cleaners, food disposers, oil and gas home heating units, and air conditioning equipment. The Henney firm manufactures specialized automotive bodies.

Nine New Models

Coleman Co. is broadening its coverage of the residential air conditioning market in 1954 and entering the commercial field for the first time, it has been announced.

Included in the 1954 line are a packaged evaporative condenser and compressor in two-ton, three-ton, and five-ton sizes; water-cooled condensers of two-ton and three-ton capacities; and an evaporative condenser in two, three and five-ton sizes for commercial installations.

All of the new air conditioning models can be used with conventional forced warm air furnaces as well as with Coleman's small-pipe Blend-Air heating system.

Eureka's New Team



COMPLETION OF \$4,000,000 sale of manufacturing assets of Eureka Williams Corp. to Henney Motor Co., Inc., has been announced by C. Russell Feldmann, left, president of Henney, and H. W. Burritt, right, president of Eureka Williams Corp. Standing is B. C. Milner Jr., new executive assistant to the president in charge of Eureka Williams.

FRIGIDAIRE PRESENTS THE NEW LINE OF SILVER ANNIVERSARY ROOM CONDITIONERS



Here's the beautiful Silver Anniversary Room Conditioner . . . newly styled and wearing its glamorous new Coca-Rio Beige color.

And there's a size and model for every room . . . every budget. The $\frac{1}{2}$ hp SUPER 33—the $\frac{1}{2}$ hp SUPER 50—the $\frac{3}{4}$ hp TWIN 75 and the 1 hp TWIN 100.

Each model can be offered with a thermostat where local codes permit. Twin Models are available for 115 or 230 volt current—with or without heating feature. Thus Frigidaire Dealers actually have 10 models to sell. Each priced competitively to give Frigidaire Dealers the edge over competition in 1954.

Frigidaire celebrates its 25th year of manufacturing Room Air Conditioners with the greatest sales-winning line in history

Paying off a quarter-century of air conditioning experience—Frigidaire, developer and builder of the world's first Room Air Conditioner—now introduces its finest line of new models—the Silver Anniversary Line.

New Styling—New Features

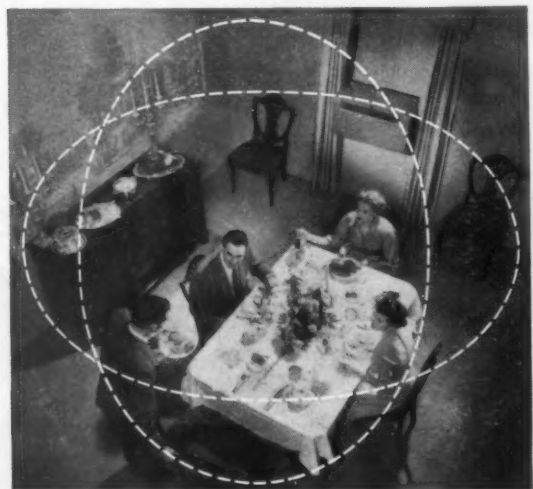
Brilliant new eye appeal—clean, trim lines—decorator color tones, highlighted with gold and plastic. There's plenty of extra buy appeal, too, with features like High-flow Heat for extra instant warmth whenever needed . . . permits year 'round use . . . optional on Twin Models.

Automatic Operation

All Silver Anniversary models can be converted to fully automatic operation with a thermostat installation (where local codes permit). This means a profitable "step-up" sales opportunity—or allows the buyer the option of adding thermostat later. Twin 75's and Twin 100's also can be purchased with thermostats installed at the factory.

May be installed flush with drapes to take no space in the room

Here's another exciting plus feature to meet any customer's demand for flush mounting. New mounting allows Frigidaire Dealers to install units flush with drapes, simply and safely. No sacrifice of proper air distribution. No reduction in cooling power. Full size filter is readily accessible and no bolts are necessary in outside wall.



GREAT CIRCLE COOLING provides complete room comfort—it's an exclusive feature of Frigidaire Room Conditioners

Greatest combination of Sales Features offered in any Air Conditioner

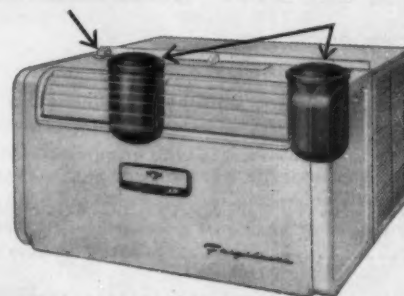
Frigidaire's unique, exclusive Twin Meter-Misers lead the spectacular room conditioner feature parade. It's just like having two air conditioners in one.

And Frigidaire's Great Circle Cooling provides air circulation tailored exactly to any room—regardless of window location. Both these features are exclusive with Frigidaire . . . both can be demonstrated . . . both have been registered deeply on the public. Both will receive nearly twice the coverage in 1954 ads and promotions. Additional selling features include sturdy, all-steel cabinets heavily insulated for utmost quiet, extra-large cooling coils for reserve cooling and dehumidifying, and the full-width, full-height filter for positive removal of dirt, dust and pollen.

Frigidaire "Thrifty Twin" saves up to $\frac{1}{2}$ the electric bill! It's like having two air conditioners in one

ONE cooling system operates in moderate weather for complete cooling, filtering, circulation, ventilation and dehumidifying at half the electric bill.

TWO cooling systems team up to double cooling power economically when temperatures soar. No risk of undercooling . . . no risk of overcooling.



Frigidaire Room Conditioners



BUILT AND BACKED BY GENERAL MOTORS

Frigidaire Division of General Motors, Dayton 1, Ohio

STA-RITE water systems

sell faster...easier,
because there's *more to sell!*



Hitch-up with the line that means
more profit for you!



... the only pumps with
mirror-smooth, glass-lined jets!

Never rusts... never corrodes, doesn't
need replacing every few years. More,
the glass-surface reduces water-friction
to absolute minimum, assuring more
water, more pressure.

● Yes, it's easy to pocket
more profits when you
sell the high-profit, fast-turning Sta-Rite line. Here's why:

They're pumps with *more exclusive features*... features that make
them easier to sell... that protect you from the worry of service problems.
Like the mirror-smooth glass-lined jet... like the motors that are
specially designed for the hard, 24-hour service that pumps require...
impellers specially machined and finished *inside* to assure
maximum water flow... and stainless steel motor shafts that
prevent pitting and corroding.

Features like these add up to the fact that when prospects come
hunting, you can tell them Sta-Rite pumps are practically trouble-free
... give them more water at less cost!

You pocket more profits, too, because you never need lose a sale.
There's a pump for every purpose, a choice of all types in every price
range, including the new Sta-Rite Submersible—completely encased in
stainless steel—as well as jet, turbine, centrifugal and reciprocating
type pumps. Start cashing in today. Write for more information.

STA-RITE

Now... Sta-Rite helps
you even more... with the
biggest profit-making plan
of merchandising support
and national advertising
in Sta-Rite's history. Ask
your jobber or Sta-Rite
representative.

STA-RITE PRODUCTS, INC. • 231 S. 8th Street • Delavan, Wisconsin
CHAMBLEE, GA. LOS ANGELES, CALIF.

STA-RITE PRODUCTS, INC.
231 S. 8th Street, Delavan, Wis.

Please send information about the complete line of Sta-Rite Pumps
and Water Systems.

Name.....

Company.....Title.....

Address.....

City.....State.....

Vining & Vining



A. D. VINING, right, vice president and general manager of White Products Corp., presents the company's top achievement award to his son, C. M. Vining, divisional manager for Western Michigan and Northern Indiana. The younger Vining led the company's field representatives in percentage of quota accomplishments for last year, and was named "Mr. Water-Hotter of 1953."

Hotpoint Expands

Hotpoint's new modernization program is designed to more than double its present capacity for production of automatic washers and dryers, according to President John C. Sharp.

Hotpoint's 35-year-old plant in Chicago will be re-equipped with new machinery during 1954 so that stepped-up production of laundry equipment will be possible without actually enlarging floor space. Completion is scheduled for late this year.

Sharp said the home laundry factory was being modernized because of the necessity of achieving new production efficiencies and reduction of manufacturing costs in preparation for the most highly competitive period facing the appliance industry.

A new refrigerator plant in the Chicago area recently was formally opened by Hotpoint.

Manufacturers Briefs

● United States Air Conditioning Corp. has more than doubled its manufacturing facilities with lease of a 25-acre tract of industrial and office buildings adjacent to its present main offices in Minneapolis.

● Majestic radio and television division of Wilcox-Gay Corp. has acquired an additional manufacturing plant near the main plant in Brooklyn, N. Y. The new structure adds 50,000 square feet of floor space and is part of a new expansion program.

● A multi-million-dollar hermetic motor manufacturing plant is being constructed by General Electric in Holland, Mich. The plant, expected to be in production in 1955, will help meet demand for hermetic motors used by refrigeration and air condi-

tioning industries, according to Ab Martin, manager of the G-E component products division.

● Thor Corp. has announced purchase of the Phillips Control Corp., Joliet, Ill., makers of Phil-trol components for electronics.

● A branch assembly plant is being established in New Ulm, Minn., by Webster-Chicago Corp. The building will be constructed by the city of New Ulm and rented by Webcor for assembly of several Webcor products.

● Construction of a \$250,000 addition to the White Products Corp. manufacturing facilities in Middleville, Mich., started recently. White Products recently was purchased by Edward Lamb Enterprises.

● Permutit Co. has announced construction of a metal-working plant in Lancaster, Pa., to expand manufacturing facilities. When the new buildings are completed this spring, Permutit will move out of its old plant in Brooklyn, N. Y.

● Dearborn Stove Co. has announced a million dollar expansion program involving all three of the firm's manufacturing plants. A new plant will be constructed in Dallas, Tex., additional space will be added to present facilities in Dallas; and improvements will be made at the old Odin Stove works in Erie, Pa.

● Westinghouse will spend more than two and one-half million dollars rearranging and expanding its appliance plants in Mansfield, O.

● Torrington Manufacturing Co. has completed a 48,000 square foot addition to its facilities for manufacturing fan blades and blower wheels. It is the firm's 15th expansion project.



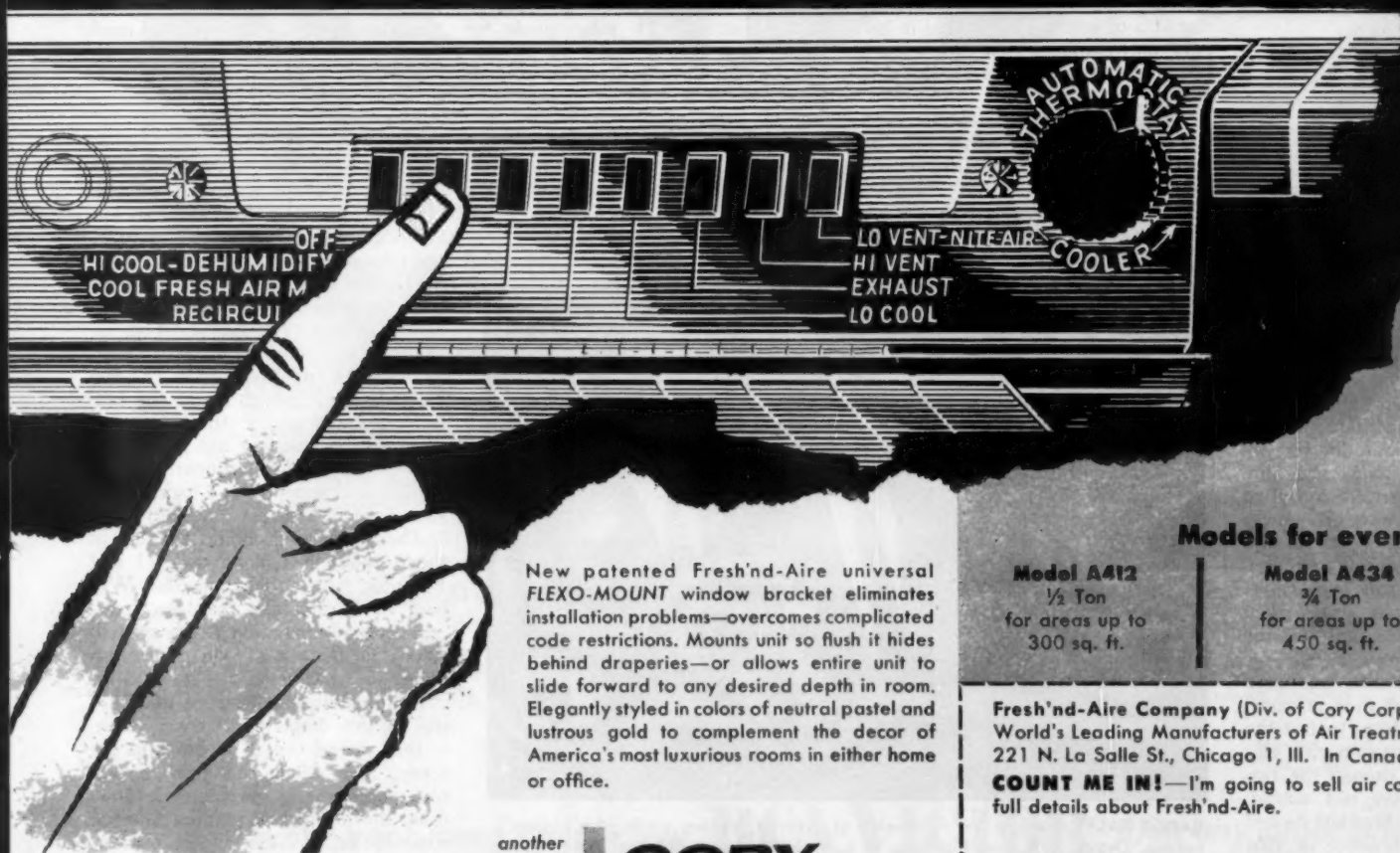
you owe it to yourself
to find out about

**Fresh'nd-Aire's®
new**

**completely automatic
electromagnetic
push-button
all-weather air conditioner**

It's FABULOUS! Just select the weather you want—push a button and you get instant, automatic control of both room temperature and air circulation. Exclusive Fresh'nd-Aire Electromagnetic All-Weather Control cools, dehumidifies, circulates, ventilates, filters, exhausts and heats*. You enjoy perfect weather every day of the year.

Automatic Thermostat included on all models—NO EXTRA CHARGE.



New patented Fresh'nd-Aire universal FLEXO-MOUNT window bracket eliminates installation problems—overcomes complicated code restrictions. Mounts unit so flush it hides behind draperies—or allows entire unit to slide forward to any desired depth in room. Elegantly styled in colors of neutral pastel and lustrous gold to complement the decor of America's most luxurious rooms in either home or office.

another
quality product of

CORY
corporation

**JUST PUSH THE BUTTON
FOR PERFECT WEATHER**

*Heater included on all models—NO EXTRA CHARGE

Models for every use

Model A412
½ Ton
for areas up to
300 sq. ft.

Model A434
¾ Ton
for areas up to
450 sq. ft.

Model A410
1 Ton
for areas up to
600 sq. ft.

Fresh'nd-Aire Company (Div. of Cory Corp.)
World's Leading Manufacturers of Air Treatment Appliances
221 N. La Salle St., Chicago 1, Ill. In Canada, Toronto 10, Ontario
COUNT ME IN!—I'm going to sell air conditioners in 1954 and want full details about Fresh'nd-Aire.

54-48

Company Name _____

Address _____

City _____ Zone _____ State _____

I am a () distributor () dealer

Fasco's "Do-It-Yourself"

A lot more home-owners would buy ventilating fans if they could save on installation cost, believes Fasco, and inaugurates a promotion to prove it

Fasco Industries, Inc., next month kicks off nationally a ventilating fan promotion tied in with the "do-it-yourself" trend and aimed at opening up sales in the home remodeling market.

Key to the promotion is a 20-page booklet which instructs the home-owner how to install his own 8 or 10-inch Fasco ventilating fan and thus save installation costs which could run as high as \$35, according to C. W. McLaughlin, sales manager.

Fasco unveiled the promotion for distributors at the Housewares Show in January after more than a year of research and market testing. The response of distributors who had a preview was "tremendous," says McLaughlin.

How It Works. Fasco's first advertisements, appearing in March issues of Popular Mechanix, Small Homes Guide, Better Homes and Gardens, and House and Garden, will contain mail-in coupons designed to get the homeowner's name in Fasco's files and interest him in installing his own fan. Once this is accomplished, the interested party is mailed the "do-it-yourself" booklet and an offer for an automatic stud finder, useful in locating wall supports in homes, for \$1 if he will match it with \$1 of his own.

The stud finder can be obtained from a local dealer.

Fasco first set the wheels in motion for its "do-it-yourself" project almost a year and a half ago when a market study revealed that the majority of ventilating fans are sold to new home builders, with only about 10 to 12 percent going for home remodeling.

Fasco executives attributed this to the average home-owner's reluctance to tackle the job of installing a fan and to the high cost of having it installed. They surmised that the home-owner might find the ventilating fan a more attractive purchase if the installation cost could be reduced.

First Step. The first step was to outline a tentative instruction sheet and set up dummy walls for test installations, according to McLaughlin. Builders and engineers were consulted and a number of fans were given away in try-out installations. When the installation had been reduced to as simple and effective a process as possible, illustration photographs were taken and the booklet was sent to the printer.

Taking over from the engineers, Fasco's sales personnel then arranged for two department stores to test the effect of the "install-it-yourself" idea on the public. Even though the two department stores were not considered ideal outlets, the booklets proved very popular and a number of fans were sold, says McLaughlin. An initial

magazine advertisement where the offer of the "install-it-yourself" booklet gimmick was buried and not used as an attention-getter also drew gratifying results, he adds.

Fasco offers the dealer a promotional package of three fans, six stud finders and a kit of booklets, decals, stuffers, ad mats and other point-of-sale-promotions, via regular distributors. A standard 30 to 36 percent markup is offered dealers, who are hard to find.

"We're still going out looking for dealers," says McLaughlin.

Two Promotions

John Oster Manufacturing Co. has launched two promotional campaigns to push its portable mixers and home hair cutting sets during the first three months of this year.

National and local advertising, radio and TV, and promotional material for point-of-sale are included in the campaign to increase sales of the Oster Model 420 Deluxe portable mixer with "knee action." Housewives will be invited to ask their local dealer for a 20-day free trial.

The program backing the Raycine hair cutting sets, capitalizing on the growing "do-it-yourself" trend, plugs the idea of saving \$100 a year in hair cuts, plus emphasis that experience is not necessary to obtain professional results.

Advertising mats, window streamers, folders, displays and other aids are provided the dealer in the hair cutting promotion.



RANGE SALES manager W. P. Mackle of Admiral, center, poses with buyers S. Lukina, Detroit, left, and Bill Egan of L. Fish Furniture, Chicago, right, during pause in presentation of Admiral's new line.



TOP BRASS of Admiral Corp. take a 10-minute break to discuss lighter matters; left to right, W. C. Johnson, vice president of sales; Ross Siragusa, president; and L. H. D. Baker, vice president, appliance division.

Admiral: Pricetag Proof

Siragusa's new line offers a color TV set for \$1,175; an "upside down" refrigerator-freezer; and mixed carloads of any five appliances

One of the skills of Ross D. Siragusa of Admiral Corp. is his pricing. The tags on the products introduced at an Admiral convention nearly always bring cheers.

Newsworthy, therefore, at the Admiral national distributors meeting in Chicago December 28-30, attended by some 900 visitors, was the first color television set made by that corporation. It was listed at \$1,175. Demonstrators, with tubes made by hand, have been shipped to all distributors for their dealer open houses. Expected 1954 Admiral output: 30,000.

Siragusa said he expects 1954 color TV production, from all sources, to be around 200,000, a million in 1955.

He predicted a jump from 12 to 17 inches in tube size, and 21 inch sets for \$500 to \$600 by 1959. Black and white television, he stated, would be the big bargain, and will be good for years, competing no more with color than Chevrolets do with Cadillacs.

In anticipation of a business decline, Siragusa stated, Admiral is stepping up its promotional campaign with new step-up models, a record training program (designed to reach 7,000 dealers in 1954), longer discounts, and a new financing program in co-operation with Commercial Credit Corp.

Mixed carloads will make their appearance with Admiral in 1954, with any combination of five appliances possible. To one dealer who can buy a carload, it is believed that 15 to 20 can take a mixed car.

"Upside Down" Refrigerator. Bert Schaefer presented the eleven refrigerators in the 1954 Admiral line, including two upside down models, 11.5 and 14 cubic foot, with 122 and 150 pound freezer chests at the bottom of the boxes. With the average housewife reaching in her refrigerator nine to ten times as frequently as into her freezer chest, this is a logical step, said Schaefer.

There are seven home freezers in the Admiral line, along with 11 and 18 cubic foot upright models. William B. Doyle, sales manager, freezers, declared that each purchaser will receive a five year food protection plan.

Admiral air conditioners for 1954 will permit draperies to cover them, as they extend only 3 inches into the room. Side panels are clear, to admit more light. A reverse cycle flow, using the refrigerant, permits Admiral room coolers in some models to warm the room as well as cool it. There are

Today's fastest-selling 21-inch TV!



Sell the set more people want . . . and you *sell more sets!* It's as simple as that.

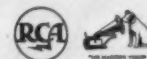
And the "MASTER 21" is *that* set—the fastest-selling 21-inch TV today.

Why? Because it offers every advance that has made RCA Victor the most-wanted and highest-rated picture in 21-inch TV—at the lowest price in RCA Victor history.

That's the selling story that thousands of customers all over the country are finding hard to resist.

Call your RCA Victor Distributor and cash in today!

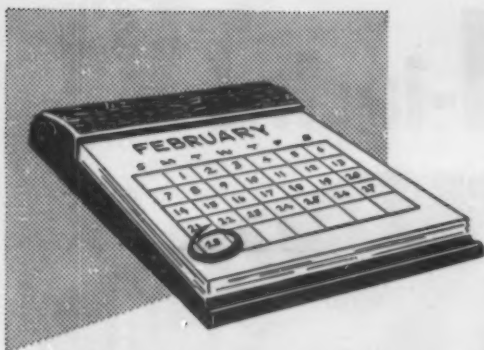
Suggested list price subject to change without notice. Slightly higher in far West and South. Federal Excise Tax and full-year picture tube warranty included.



Every year more people buy **RCA VICTOR** than any other television

Tmks. ®

DIVISION OF RADIO CORPORATION OF AMERICA



Time's almost up!

Take advantage of **REMINGTON'S new** Room Air Conditioning

FREE PRE-SEASON SELLING PLAN

That's right! Time's running out. Soon it will be too late for you to get the benefit of Remington's FREE pre-season promotion plan—the most talked about plan in the room air conditioning industry. Includes a combination of:

FREE—display stands, literature, point-of-sale merchandising pieces

FREE—TV spots

FREE—newspaper advertising

FREE—billboards in your local area

PLUS a host of other selling aids together with Remington's strong program on national consumer advertising.

Act now—Get the details of the "profits-guaranteed" Remington Franchise today. Write to:



Remington
Model 6, 1/2 h.p. deluxe



Remington
Model 8, 3/4 h.p.

9 window and console
models available

HEALTH and COMFORT by the roomful



Division of Remington Corporation

REMINGTON AIR CONDITIONING

9-7 Willey Street
Auburn, N. Y.

Please send me full particulars on the Remington franchise.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____



FIRST ADMIRAL distributor, Warren E. Brennan of Detroit, looks toward camera: man as his son, Tom, center, and Ben Kane, Cleveland, discuss the firm's new line at national distributor's meeting in Chicago.

thirteen room coolers in the line, in 1/4, 1/2, 3/4 and 1 ton sizes, with eighteen dial settings. Prices run from \$199.95 to \$489.95 for those with reverse cycle.

In the radio field Admiral admitted that its sets have topped production of 7,000 units a week. Hi fi has increased this further, with three new portables coming out in 1954. The firm is optimistic about UHF.

Price seemed to be the angle in Admiral's TV pitch. Three price leaders were offered, a 21 in.-table set with ebony cabinet at \$179.95, a 21 in.-console at \$249.95, and a TV combination with record player at \$299.95.

Color Sets Tricky. Color television made its bow in a blond oak cabinet, with a 12 1/2 in.-picture. Stills in color were shown. Controls are: color intensity, on-off volume, color fidelity, brightness, vertical, horizontal channel selector and UHF fine tuning.

Picture tubes are removed for shipping, and delivered in separate cartons because they can get out of adjustment if shipped in cabinets. Installation time may run from 30 minutes to 3 1/2 hours. Set has some thirteen controls inside for service men to regulate.

Admiral wants distributors to use color sets side by side with black and white for comparison selling.

Philco Gains

Sales of Philco products increased 16 percent during 1953, for a total of \$429,000,000, and the firm expects an increase of \$35,000,000 in sales of major appliances in 1954.

Speaking to the mid-winter convention of distributors and salesmen in Atlantic City last month, James H. Carmine, executive vice president, said Philco sales increased on all products last year, but biggest gains were in radios, refrigerators and freezers.

Carmine said industry sales of room air conditioners would increase 50 percent in 1954, and Philco would get a substantial part of the sales. He also predicted a healthy television market for this year.

Ads Compared

A study of newspaper advertising lineage by appliance dealers and manufacturers reveals an upswing in washer, freezer and dryer advertising, but a drop in refrigerator advertising.

The study made by the Advertising Checking Bureau, Inc., compared advertising lineage in certain cities during the first six months of 1953 with the same period in 1952. Here are the results, in total inches and percentage change:

Automatic Washers: 1952—503,348; 1953—542,714 (plus 7.7 percent); Conventional Washers: 1952—223,455; 1953—253,721 (plus 13 percent); Clothes Dryers: 1952—no exact figures—increase expected about 65 percent; Freezers: 1952—292,842; 1953—269,070 (plus 1.10 percent); Refrigerators: 1952—1,537,034; 1953—1,395,823 (minus 9.19 percent).

There were no comparative figures for television lineage because of the greatly expanded markets in recent years, but dealer and national TV advertising for the first six months of 1953 in 96 cities totaled 37,772,436 inches.

In checking advertising lineage on washers the ACB used 81 cities; for clothes dryers 71 cities; for refrigerators 110 cities; and for freezers 110 cities.

Arvin's Offer

Arvin is offering its retailers a special incentive of five each of the company's Sleepytimer and Sleepytimer, Jr., radios and a fixture display for a package price of \$270.15.

Purchase of the special offer from a distributor entitles the dealer to a Sleepytimer radio on a no-charge basis, according to Paul W. Tanner, general sales manager of the radio-TV division.

The fixture display, called the "Merchantman," accommodates 10 Arvin clock-radios—or up to 15 of the smaller size units in the radio line—and was designed for island, wall or window use.

The retailer can make a profit of \$109.30 if he sells the ten radios and the free radio at suggested consumer prices, said Tanner.

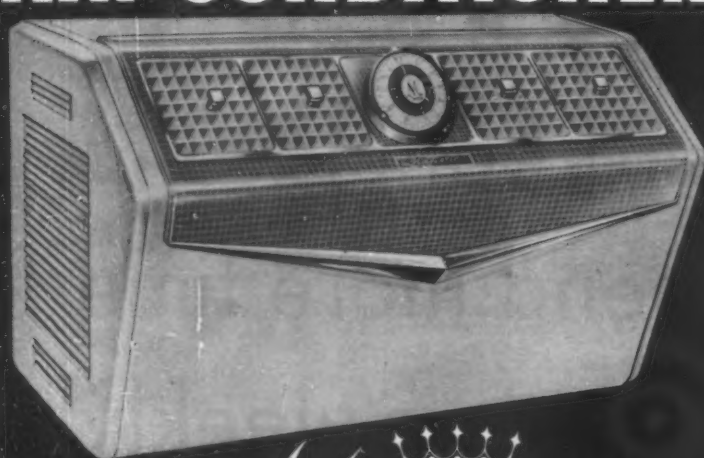
hello. You can say "hello" to a man as you pass him on the street. But you can't sell him anything. It takes time to sell. And that's why The Saturday Evening Post is such a great place for advertising. People spend more time with the Post than with other weekly magazines, with the editorial pages and the ads. What's more, they have more confidence in the things they see in the Post—it gets to the heart of America.



A CURTIS MAGAZINE

Here
it
is...

the first...
**FULLY AUTOMATIC
AIR CONDITIONER**



(1/2 H.P., 3/4 H.P., 1 H.P.)

Majestic
AUTOMATIC

featuring **TIMESET**... exclusive
clock control starts and stops
your unit... automatically

TIMESET... automatically starts the Majestic Room Air Conditioner just BEFORE you get home, allowing you to enter a delightfully cool room. You just set TIMESET to the desired hour. And, because you can set TIMESET to go off during the cool hours of the night, you save needless operating costs and still ENJOY MAXIMUM COMFORT... because TIMESET WILL AUTOMATICALLY SWITCH ON AGAIN FOR EARLY MORNING COMFORT.

DEALERS: Majestic offers the easiest selling air conditioner ever. A unit that can actually save up to 50% on operating costs. A unit that opens up an entire new mass market that you can sell. A unit that pays for itself in a few short years. (With operating cost savings). Here is the strongest sales story of the year!

Here is a room air conditioner that actually sells itself!

THERMOSET Automatic Thermostatic Temperature Control

THERMOHEAT Automatic Built-in Heating Unit

Yes, all this, and still priced lower than ordinary room air conditioners
— and with a FULL profit margin.

Send for full color brochure

MAJESTIC MAJOR APPLIANCE CORPORATION • LIMA, OHIO

Subsidiary of The WILCOX-GAY CORPORATION



FIRST GENERAL ELECTRIC product ever introduced on the West Coast, the new G-E automatic coffeemaker, is put to the test by (left to right) J. P. Evans, Pacific Coast manager of small appliances; Ray W. Turnbull, commercial vice president for the Pacific Region; and C. A. Gustafson and D. W. Sutherland, district representatives for electric housewares.

G-E in the West

The first automatic electric coffeemaker produced by General Electric in the last five years was introduced late in December to the press and to G-E electric housewares distributors in the 10 Pacific district states.

The first of the company's small appliances to get its introduction in the West, the 9-cup metal percolator type of coffeemaker will be sold for at least six months only in the 10 states of G-E's Pacific District.

Prior to any showing to dealers, distributors had placed orders for more than 50,000, according to J. P. Evans, Pacific Coast manager of small appliance sales.

The company decided to confine

sales of the new coffeemaker, priced at \$29.95, to the western states for several reasons, Evans stated. "The West has tremendous markets and is willing to accept new and different products. It is also an ideal introductory area because it includes many types of markets found throughout the United States... with a wide spread between rural and urban areas... and nearly every variation of climate, all of which permit it to have a wide range of coffee-consuming habits."

Evans told **ELECTRICAL MERCHANDISING** in San Francisco that the introduction of the coffeemaker will be backed up with intensive promotion. Plans are under way to feature "coffee bars" in major department stores in the larger cities.

Paris in Connecticut

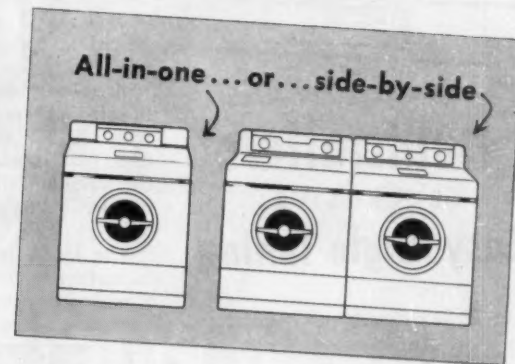


HELICOPTER ARRIVAL was highlight of Sessions Clock Co.'s annual sales conference in Connecticut recently where officials announced the "September in Paris" contest offering trips for retail and distributor salesmen. Holding "key to Paris", center, is W. K. Sessions, company president. On his left is Charles Allen, marketing department manager. W. K. Sessions Jr., secretary and general manager of the clock company, is at left center. Stewardesses on helicopter in background surprised salesmen with gifts imported from Paris.



The people who make these coats are taking 2 pages in **LIFE** to say . .

"Wash and Dry them in a BENDIX" MOST CONVINCING PROMOTION EVER CONCEIVED FOR AUTOMATIC WASHING AND DRYING!



Here's what
the Swansdown
ad says about
BENDIX

**A WONDERFUL, WEARABLE,
WASHABLE ORLON COAT!**

Yes, WASHABLE!
Your long, longed for pastel coat is now as convenient as
your Bendix washer-dryer.

Put your Swansdown Orlon coat in a
Bendix tumble action washer and set
for a two minute warm wash . . . dry
automatically in dryer for fifteen min-
utes or wash by hand in warm suds,
rinse in clear water and hang to dry.



The tag
attached to every
Swansdown coat
pictures and
recommends
BENDIX washing
and drying.



BENDIX HOME APPLIANCES
AVCO Manufacturing Corp.
Cincinnati 25, Ohio

**NOW THESE FABULOUS-FABRIC GARMENT MAKERS
NOT ONLY RECOMMEND BENDIX TUMBLE-ACTION
... THEY'RE UNITING TO HELP YOU PROMOTE IT!**

On January 29, House of Swansdown, Princeton Mills, and Bendix launched a fabulous promotion.

High-fashion Swansdown coats of Princeton's new Orlon Knit may now be *safely* washed and dried *auto-*
matically with Bendix Tumble Action! This is the heart
of the promotion.

Swansdown is taking 2 pages in Life Magazine to tell
this story. Life is merchandising their ad. Department
stores and specialty shops all over America will feature
this news in their ads and displays.

They'll do this, because the "wash-by-hand" bugaboo
has long been a major obstacle in selling Fabulous-Fabric
garments. This promotion signals the end of that era!

Here's new proof that Bendix Tumble Action, always
the leader in *safe* automatic washing, will wash practi-
cally everything safely!

HOW EVERY DEALER CAN MAKE THIS THE MOST SUCCESSFUL BENDIX PROMOTION HE'S EVER RUN!

Your Bendix Distributor has all the plans for your part in this promotion. They include
Bendix displays and demonstrations at high-traffic points in department and specialty stores.
They include promotional material furnished by Life. They include all the ideas and material
you need to make your store headquarters for the most versatile and useful of all washing and
drying combinations.

So . . . see or call your Bendix Distributor right now! Get in on the most convincing automatic
washer and dryer promotion ever conceived!

BENDIX

HOME APPLIANCES
PIONEER OF WORKLESS WASHDAY

Newest angle
to quick
sales!



hallicrafters EXCLUSIVE Easy-Angle Tuning

In Hallicrafters, your customers can take perfect picture and sound for granted and they certainly get them! But more than that, you're able to demonstrate easy-to-see, easy-to-sell *exclusives*... like famous "Easy-Angle Tuning"! Hallicrafters, features that sell! For 20 years, exclusively electronics.



hallicrafters
THE NAME IS FAMOUS
radio · television · high fidelity

4401 West Fifth Avenue, Chicago 24, Illinois
Hallicrafters Ltd., 51 Camden Street
Toronto, Canada

Servel's Added Attractions

Operating on the theory that the consumer wants something different, Servel conducts a novel distributor meeting to show new developments in a new line

Nobody writes the speeches of W. Paul Jones, president of Servel, and his pronouncements at the national distributors meeting in Chicago summed up the refrigeration industry itself.

"We are entering into saturation country," he said. "The trend appeared in May. More appliances were being made than the market would absorb. Wild trades by dealers appeared in June. We had passed the sonic barrier of saturation... the replacement buyer is not really looking for cheap refrigeration. He already has it in the refrigerator he owns. He is asking to be tempted by the novel and different, to be reached by an enlightened and unhurried sales talk."

The Jones thinking is to adapt refrigeration to new forms of furniture, to make it perform services unexpected heretofore. Hence the Wonderbar, a tiny storage space for foods or liquids for the office or breeze porch or the icemaker that pours out an unending bowlful of half moons of ice.

New Type Convention. No ordinary affair was the 1953 Servel distributor convention late last year. When Jones said, "Gentlemen, this is the last time you will sit down today," the visitors were admonished. Adjourning to the Conrad Hilton, they found a new format of a convention. Using a map, distributors found the merchandise was simply on display, flanked by two little theaters in which those interested could get a conversational pitch on the Servel refrigerator and air conditioner lines. On the sides



PRESIDENT W. Paul Jones was available for conferences in his office off the main display rooms. Servel decentralized the show with numerous rooms and offices.

were offices which permitted talks with Servel officials.

New was a sliding drawer room cooler, compact enough to go through one panel of a casement window. New was a copper front refrigerator, which made a display that could be sold.

The casement window room cooler is only 14½ inches wide. Frank A. Mitchell, general product manager of Servel's appliance division pointed out that it will not only fit 197 types of casement windows, but standard ones as well. Pulling the drawer out controls it, and the unit comes in ½ and ¼ horsepower models.

The New Line. Servel's refrigerator line for 1954 includes nineteen models, from 6 to 12 cubic foot. Eight are motor driven, seven gas absorption models. The automatic ice maker is offered in two double door



GREETINGS are in order at Servel's national distributors meeting in Chicago where the new lines were shown. Left to right: chairman Louis Ruthenberg, Harold Grist, Gordon Malone, and Jack Lynch, district manager from Texas.

Hard-Hitting Fast-Selling LINE OF WROUGHT-IRON Adjustable T-V STANDS



Featuring BONDERIZED BLACK MAGIC FINISH

and . . . Non-Skid, Non-Mar
rubber coasters to protect fine
floors and carpets.

+ PLUS...
an EXTRA SALE!
an EXTRA PROFIT!

STUR-D-SWIVEL
360° EASY TURNING



Specially made to "Lock-in" on Stur-D-Stand or Stur-D-Twin. Holds more than 1000 lbs.

Printed sales helps available.
WRITE MR. EVANS

VINETA
MANUFACTURING CO.

2738 N. SHEFFIELD AVE.
CHICAGO 14, ILL.
Telephone WEllington 5-8746

The True Flush Mount MITCHELL ROOM AIR CONDITIONER

*takes no
space in the room!*

***ACCLAIMED BY DEALERS EVERYWHERE AS THE
MOST IMPORTANT SALES FEATURE IN 1954!**



George Scott, Commonwealth Edison Company, Chicago, Illinois. "True Flush Mount engineering and styling make an unbeatable combination."



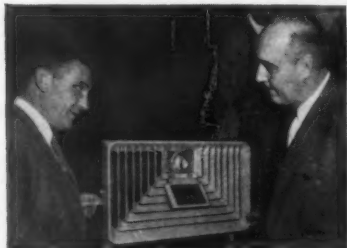
Walter Cuevas, Foley's, Houston, Texas. "The new Mitchell look is what the housewife has been wanting. Once she sees it, it's a sale for Mitchell."



Jules Smith and Harry Stein, Davega Stores, New York. "Mitchell's new flush mount is truly spectacular! Now it takes no space in the room and blends with decorating."



W. E. Price, Tampa Appliance, Tampa, Florida. "True Flush Mount is a tremendous advantage over unattractive space-stealing units. There's never been anything like it."



E. H. Gardiner, Texas Power & Light Co., Dallas, Texas. "A survey of the Southwestern market definitely showed they wanted true flush mounted type of units."



J. C. Rowland, Rowland Appliance, Savannah, Ga. "It's the greatest feature yet! I increased my Mitchell order when I learned it takes no space in the room."

MITCHELL MFG. CO., DEPT. EM-1
2525 N. Clybourn Ave., Chicago 14, Illinois

Gentlemen:

Please send complete details about the all new 1954 MITCHELL line. Include information on how I can become a MITCHELL FRANCHISED DEALER and get full benefits of your Dealer Distributor Protection Plan.

Name.....

Store Name.....

Address.....

City..... State.....

Phone, wire or write today for Mitchell's Dealer-Distributor Protection Plan
... a spectacular merchandising idea for inventory protection.

MITCHELL MANUFACTURING COMPANY 2525 N. CLYBOURN AVE. • CHICAGO 14, ILLINOIS
In Canada: Mitchell Mfg. Co. 19 Waterman Ave., Toronto, Canada

LOW PRICE . . . SENSATIONAL FEATURES

LOOK! FLUSH TO THE WINDOW

- TAKES NO SPACE IN ROOM
- NEW DECORATOR COLORS
- POSITIVE FILTERED-PURE AIR VENTILATION
- QUIET - MUFFLED OPERATION
- 6 POSITIONS PUSH BUTTON WEATHER CONTROL
- 4 WAY ADJUSTABLE AIR FLOW
- AVAILABLE IN 1/2-3/4-1 H.P. MODELS



Worth Its Weight in COLD®
ROOM AIR CONDITIONERS

Investigate the complete King line before you buy. Its price makes it a certain profit builder for you.

A Few Distributor Territories Available

Inquire about our Private Label setup

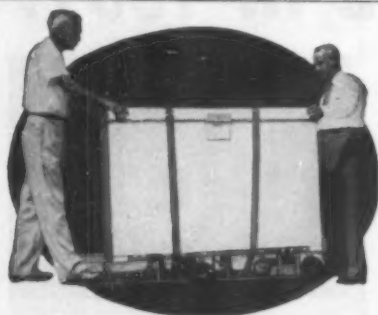
Refrigerator Corporation

Manufacturers of
Refrigerators & Home Freezers
for more than two decades



Worth Its Weight in COLD®

76-02 Woodhaven Boulevard, Glendale 27, N. Y.



The First Truck Designed to Handle HOME FREEZERS

and All Types of Domestic
Appliances

Escort's Model DF-66 Appliance Truck was designed to eliminate all problems of appliance movers who must move everything from oversized home freezer units to pianos.

Five big features including 2 sets of 6" wheels and the famous roller-bearing Crawler Tread.

Write for information and descriptive folder.

Escort

APPLIANCE TRUCKS

**Eliminates Lifting
Allows Moving in
Close Quarters
Crawls Up - Down stairs**



STEVENS APPLIANCE TRUCK CO.
Morton Road P.O. Box 897 Augusta, Ga.



SERVEL field sales manager, Neal E. Schuman, left, chats with Don Meckstroth, manager of sales operations. Servel's new innovations included a sliding drawer room cooler, compact enough to go through one panel of a casement window, and a copper front refrigerator.

models and one single door. Other features are automatic defrosting, door shelves, egg racks, cheese chest, quick cold shelves and butter containers. The Wonderbar refrigerette, a 1½ cubic foot model, is available in several voltages.

Three horizontal and three vertical freezers are in the Servel line, from 9 cubic foot to 22. Automatic water heaters, fourteen in gas and fourteen in electric, from 20 to 80 gallons, completed the showing.

A "Look into Tomorrow" exhibit revealed Servel's thinking for the future. A sliding panel in the top of the breakfast table concealed a spot refrigerator. A wall that contained a room cooler was shown. Room coolers were built into the window sash itself. Freezers and refrigerators were combined, taking up 25 percent less floor space. A bin type freezer had a tilt out door. A console freezer was styled like furniture, fitted into dining room space. None of these models were in production but were shown to reveal what Servel is planning.

Minks and Cars

Admiral is stepping up its drive to obtain a bigger slice of white goods sales by offering "hundreds" of Packard automobiles and mink stoles to dealers purchasing specific amounts of appliances.

Admiral dealers who purchase two mixed carloads of refrigerators, freezers, ranges and air conditioners during the first quarter of 1954 will be given a freezer 1954 Packard Clipper priced at \$2,700, according to Seymour Mintz, vice president-advertising.

Dealers ordering a single mixed carload will be given a \$1,500 mink stole for their wife or lady friend, Mintz said. The entire sales incentive promotion is one of the largest of its type ever conducted, according to Admiral.

Last year more than 900 Admiral dealers were recipients of a week's trip to the Virgin Islands.

Hi Fi Boom Year

Sales of Columbia Records' "360" high fidelity phonographs topped 50,000 during 1953—doubling expectations and contributing to the biggest volume of the company since 1947.

Approximately a million and a quarter dollars were spent on CBS record purchases by persons who owned "360's", according to James B. Conkling, president of Columbia Records.

A number of other manufacturers recently brought out low-end package high fidelity.

Switch of Emphasis

Apex has switched the emphasis of its advertising to local newspaper campaigns this year and has allocated a budget increase of approximately 17 percent for this purpose.

Sixty-seven percent of Apex's advertising budget, the largest in the firm's history, will go to local newspapers to present Apex distributors and dealers with the strongest point-of-sale advertising potential in history.

Augmenting the enlarged newspaper advertising program this year will be continuing advertising campaigns in national consumer magazines, plus numerous dealer and consumer merchandising events.

Wiring Booklet

A booklet designed to help the homeowner with wiring problems in building and remodeling has been released by the Arrow-Hart and Hege-man Electric Co. of Hartford, Conn.

The 40-page booklet, priced at 10 cents, is titled "Easier Living With Your Power Electrically." It includes numerous illustrations and diagrams dealing with wiring systems, and a checklist for the homeowner to determine what he needs in the way of switches, receptacles, and outlets.



Rodney Smith, Graybar Salesman, checks over set adjustment features with service men in this Ashland, Kentucky, store.

YOU GET PERSONAL FRIENDLY SERVICE and SALES HELP ...via GRAYBAR

Say: CARL MILLER and FOSTER GOFF,

PARTNERS: BETTER HOME APPLIANCE CO., Ashland, Kentucky



Carl Miller and Foster Goff

In building their fast-growing business in Ashland, Kentucky, both partners of Better Home Appliance Co., have stressed excellent store arrangement, fine display, and aggressive promotion. Carl Miller and Foster Goff believe in high quality service work, too, and make full use of Graybar cooperation to put speed as well as skill into their repair work.

"We always know exactly when Rodney Smith of Graybar is coming. He lets us know well in advance and he comes in, right on the nose. What's more, we can count on him to bring along any repair part we particularly need for service...as well as a couple of bright ideas that will be of real help in our selling and display work. Rodney works with our local newspaper, radio and TV people just like a member of our own firm.

"When we have to plan a special booth for a home show we can count on Rodney to come up with some good suggestions and a ready hand to carry them out. And he's just as sharp on service as he is on promotion. For example, he brings the Graybar Product Service Manager in periodically to run service training meetings for our own Service Department.

"We like doing business with Graybar because they can see our problems from the retail viewpoint. They accept the responsibility of helping us give our customers their money's worth and then some." Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y. 358-67



When Rodney Smith makes a call at Better Home Appliances he often has an urgently needed repair part under his arm.



Because a new UHF station will soon go on the air, Smith goes over the UHF one-knob tuner with Carl Miller.

Your Customers **WANT** the popular appliances...

GRAYBAR ELECTRIC CO., INC.

Executive Offices:

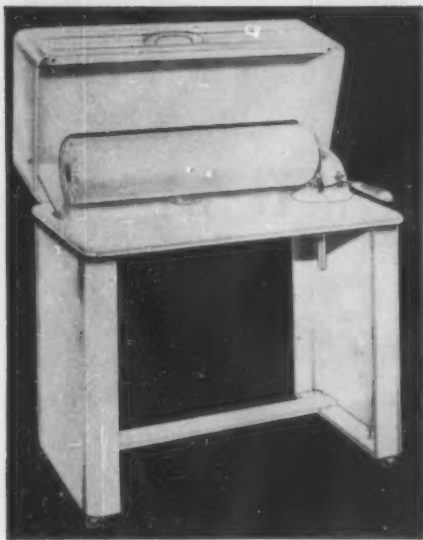
Graybar Building, 420 Lexington Ave., New York 17, N. Y.

recommended by
Graybar

IN OVER 100
PRINCIPAL CITIES

ARMSTRONG

PRESENTS A Brand New CABINET IRONER



A real beauty—finished in baked white enamel. Has many features of the larger fully automatics, including knee and elbow control, which make it one of the easiest ironers to operate. Can be moved and used anywhere. Occupies small space when closed.

Model G-21 is lightweight, yet ruggedly made. Thermostatic control gives exact heat desired. 21" roll covered with cotton "waffle" and felt. Mechanism safely enclosed in roll. Retail for around \$100.00.

Order from your Jobber or write for Literature on full line of Ironers, Electric and Gas Heaters, etc.

ARMSTRONG PRODUCTS CORP.

Manufacturers of Quality Products since 1899

Dept. EM, Huntington 12, W. Va.

WHEN
IT'S AN
ARMSTRONG
DEPEND ON IT!
IT'S THE BEST
OF ITS KIND

You'll make more money on appliance trade-ins with the Blue-Book Twins



Order copies of each for every salesman, NOW!

Please send me _____ copies of the KITCHEN APPLIANCE BLUE BOOK
and _____ copies of the HOME LAUNDRY BLUE BOOK!

M \$5.00 Per Book Total cost \$_____
\$7.00 Per Set

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

*Postage paid on CASH orders. Check _____ Money order _____ enclosed.

NATIONAL APPLIANCE Trade-In Guide Co. 2132 Fordem Ave.
Madison 1, Wis.

Thor Rewards its Salesmen . . .



CADILLAC WINNER Vernon H. Hussey, center, top-selling salesman for Thor distributor Peaslee-Gaulbert, Jacksonville, Fla., is congratulated by Thor general sales manager T. R. Chadwick, right. Left is O. G. Nugent, eastern sales manager.

. . . and Shows Them the Plant



SALESMEN ATTENDING culmination of Thor's "Million Dollar Prize Bowl" sales contest take a tour through Thor's factory facilities as part of the three-day holiday which also included sports, shows, and other entertainment.

Good Sales Seen

Norge anticipates a 20 percent increase in major appliance sales during 1954. The firm registered a 10 percent increase in 1953, according to George P. F. Smith, president.

Smith said that new low-priced products and a 50 percent advertising budget increase would help account for the expected increase.

Norge recently revealed new automatic laundry equipment, new 30-inch gas and electric ranges, and redesigned conventional washers at four distributor meetings.

"Distributor reaction to the recent introduction of Norge's 1954 line confirms indications of heightened activity in the new year," Smith said.

Financing Plan

Admiral Corp. and Commercial Credit Corp. have announced a new wholesale and retail financing program for the TV-appliance manufacturers' distributors and dealers throughout the country.

L. C. Park, Admiral treasurer, said the plan would make more dealers eligible for floor-plan credit and provide more liberal terms for dealers already approved.

"The program is also designed so that more dealers will qualify for more liberal retail financing and there will be increased credit for purchasers of Admiral products," Park said. "Our new plan will boost business substantially in the months ahead."

A NEW STANDARD

of beauty and performance



The *all new* USAIRCO room conditioner gives you the most revolutionary new developments in the field! No other unit has its eye-catching beauty . . . has so many features *at no extra cost*! You can't beat it . . . but you *can* make your selling season beat last year's by a mile!

Complete Fiberglas Cabinet *forever ends cabinet rust!* Fiberglas will not discolor, chip, dent, warp, splinter or crack . . . strong as steel, 2/3 lighter! • **Projects only 1" to 2"** into most rooms, draperies slide past unobstructed • **Two-Speed Fan** allows *quiet* nighttime operation • **Cools and heats**, resistance heater (standard) or reverse cycle heat pump

available • **Pushbutton** USAIRcontrol Panel, *concealed* behind flip-down front, gives quick control of cooling, heating, ventilating, while air is filtered and dehumidified. Fresh air intake and exhaust of room air can be done *at the same time* • **Compact**, fits into smallest standard size double-hung window • **Thermostatic control** gives exact room temperature, *automatically!* • **Smartly designed** exterior cabinet does not mar the beauty of home or office • **5 year warranty** • **3 Sizes**, 1/2 hp., 3/4 hp. and 1 hp. • **Complete new merchandising kit** for '54 including newspaper mats, radio and TV commercials, direct mail, and point of sale display. • Liberal **Co-op advertising** program • **For details write Dept. EM-24**

UNITED STATES AIR CONDITIONING CORPORATION

Como Avenue Southeast at Thirty-third • Minneapolis 14, Minnesota



NOW! the Radio-TV Dealer's Own True High Fidelity Package!

the
revolutionary new
**MITCHELL
3-D
HIGH FIDELITY
record reproducer**

the ONLY
TRUE HI-FI
retailing
for less
than \$200

**Exclusive
FOR THE
RADIO-TV
DEALER!**

the MITCHELL Hi-Fi Demonstration Center

IT PUTS YOU IN THE HI-FI BUSINESS

Here's the ingenious Mitchell Comparator Display that does your selling for you in just minutes of listening. You're in the profitable Hi-Fi business when you put the Mitchell Hi-Fi Demonstration Center on your sales floor.

PLUS every selling aid you could ask for: **Flip Chart**—explains Hi-Fi and 3-D superiority at a glance. **4-Color Brochure**—a beautiful 3-D presentation. **Sales Manual**—makes Hi-Fi selling experts of your staff. **Comparison Chart**—the comparative facts in a nutshell. **Window Streamer**—a Hi-Fi traffic builder.

**ONLY MITCHELL gives you
ALL THIS SELLING HELP**

**GET THE
3-D
PROFIT FACTS**

MITCHELL MANUFACTURING CO., High Fidelity Division
2527 N. Clybourn Ave., Chicago 14, Illinois

Send full details on your Radio-TV Dealer's Hi-Fi Selling Plan—everything we need to build a profitable business around the MITCHELL 3-D Record Reproducer.

Name.....
Address.....
City..... Zone..... State.....



IN LIMED OAK OR
MAHOGANY—
custom cabinetry...
¾" wood construction

**HIGH FIDELITY
ALL THE WAY**

30-15,000 CPS

Professional Variable
Reluctance Cartridge
High Fidelity range from 30-
15,000 cycles. Virtually elimi-
nates surface and needle noise.

Mitchell Custom-Built
TRUE HI-FI Amplifier
Full 20-20,000 cps range,
custom-built for full fidelity,
with preamplifier, separate
bass and treble controls.

Extended Range Speaker
Specially matched—with
unusually faithful bass re-
sponse, and crisp, clear highs.
Housed in exclusive acousti-
cally-tuned baffle chamber.

5-Position Compensator
Found only in costliest custom
equipment; has 5 positions to
provide best possible play-
back of all record makes.

Girding for the Boom

Pre-season orders for air conditioning equipment skyrocket to all-time highs as manufacturers get ready to meet demand for another record-breaking year

Air conditioning manufacturers counted orders for 1954 delivery into record-breaking millions of dollars last month as the industry organized itself for the forthcoming summer sales bonanza.

Even before the end of 1953, Fedders-Quigan announced it had received pre-season orders for approximately 200,000 room air conditioner units for 1954, exceeding the total number produced and shipped during the last fiscal year. Of these orders, about 50 percent were for Fedders brand distributors' accounts and the remainder represented contract production for Crosley and RCA Victor.

Bernard A. Mitchell, president of Mitchell Manufacturing Co., revealed upon return from a four-week cross-country trip January 1 that his firm had received non-cancellable orders for 400,000 room air conditioner units.

Nine Meetings. A million dollar order for Mitchell room coolers was placed during a recent sales meeting the company held in Miami. The Miami meeting was one of nine held throughout the country.

Philco, while not announcing any specific figure for pre-season orders, said they were "awfully high—more than we anticipated."

Carrier Corp.'s Jack Bickel told ELECTRICAL MERCHANDISING that Carrier's orders for future delivery as of the middle of January were running one-third ahead of the same period in 1953 and shipments were increased 50 percent.

At a new line showing for the press in New York, Carrier's Cloud Wampler, president, introduced the "Add-On Weathermaker," a residential unit designed for conversion of forced warm air furnaces to complete year-round air conditioning.

Industry's Future. Wampler made it

clear that he believes the future lies with the residential unit rather than the room unit, both in new house construction and in existing homes.

"... I believe that 1954 sales of residential units will rise at least 100 percent this year to a total of more than 100,000 such installations," he said. "And in 1955 I should think that the figure will be in excess of 200,000. By 1956 we should exceed 300,000 a year."

"Five years hence, in 1958, it seems entirely likely that the total annual retail dollar volume in central residential equipment will be greater than that of room units," Wampler said.

Wampler said Carrier plans to build \$10,000,000 worth of new unitary equipment facilities.

Local Emphasis

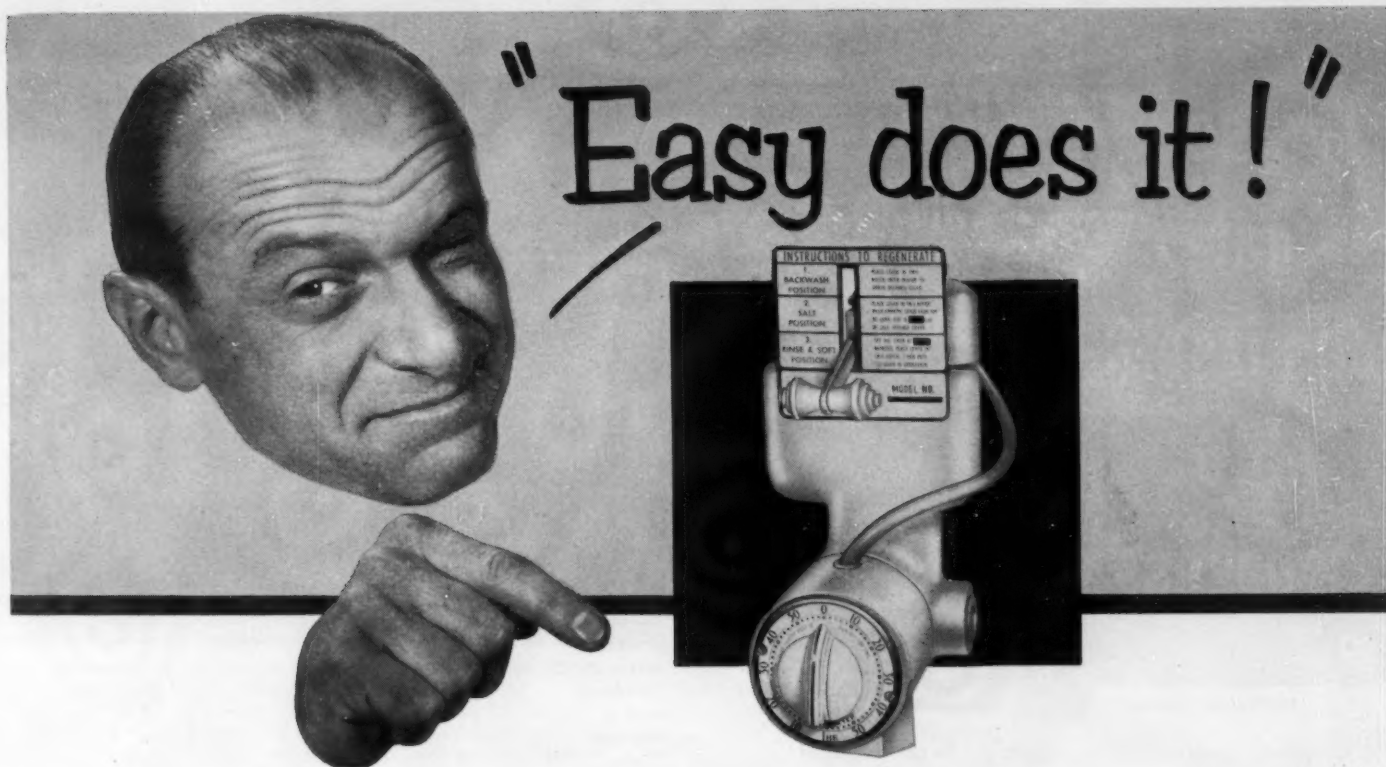
CBS-Columbia will spend more than a million dollars for its advertising and promotion program during the first half of 1954, according to Gerald Light, director of advertising and sales promotion for the TV division.

The campaign places heavy emphasis on local level dealer advertising and promotion, including large space newspaper insertions in major areas using dealer listings, spot radio and spot television in selected markets. An expanded dealer cooperative program is also part of the campaign.

The campaign is keyed to CBS-Columbia's full fidelity TV theme with strong accent on the Columbia 360 sound system and other features. Heavy emphasis also will be placed on new CBS-Columbia models, priced to attract the second set, replacement and trade-in market.



PROGRAM FOR EXPANDED dealer coverage by CBS-Columbia is outlined by Harry Schechter, left, vice president in charge of sales. At right are David J. Hopkins, director of sales; Roger G. Brown, new southern sales manager; and Anthony Dillon, new eastern sales manager for TV.



Simple, new valve helps you sell **NEW *Rapidayton* SOFTENERS**



You sell *four* low-priced, semi-automatic water softeners when you sell Rapidayton. And they're easier to sell because they're easier to regenerate. Exclusive, positive Rapidayton Valve with Timer takes less than 5 minutes "setting" time. Models with 25,000, 40,000, 55,000 or 70,000

grains capacity give you the right size for every requirement, and each will remove *soluble* iron as well as hardness. Heavy-gauge steel tanks are galvanized inside *and* out for longer life. Feet are adjustable for quick leveling. For more features, full information and prices—write.



"Here's how easy it is!"

When it's time to regenerate, you: **1.** Set valve lever to No. 1 position to backwash. **2.** Move lever to No. 2 position, add salt and set timer. **3.** Move lever to No. 3 position.

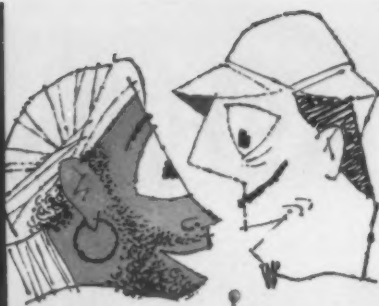
Takes less than 5 minutes—costs less than 1/20th of a cent in electricity for each regeneration.

Rapidayton

THE DAYTON PUMP & MFG. COMPANY • DAYTON 1, OHIO

Rapidayton...THE ONLY COMPLETE LINE IN THE INDUSTRY THAT'S 'TUNED TO TODAY'

The set
that
sells itself
in 46
languages!



The "Diplomat"
green lizardator
The
"Ambassador"
genuine top
grain cowhide



Hallicrafters "Diplomat"

No other portable in the world speaks so convincingly to your customers. One quick listen sells 'em on the range, tone, and selectivity of Hallicrafters. Save *your* voice: Let Hallicrafters do the talking!

radio
television

hallicrafters

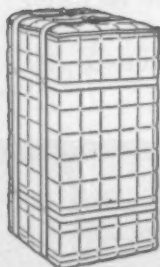
high
fidelity

"THE NAME IS FAMOUS"

4401 West Fifth Avenue, Chicago 24, Ill. • Hallicrafters Ltd., 51 Camden Street, Toronto, Can.

There's an art to
carrying appliances, too!

WEBB
SLINGABOUTS
FOR APPLIANCE PROTECTION



Cut delivery costs! Carry your appliances the safe, modern way in Webb Slingabouts. These durable, water-repellent canvas jackets are flannel-lined to prevent scratches—and thickly padded to absorb shocks. Sturdy handling makes lifting easy and reduces risk of injury. Slingabouts slip on quickly and can be used for years of safe, economical service.

Ask about Wrapabouts for TV sets.

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.
Send Slingabout or Wrapabout prices for Model # _____

Name _____
Address _____
City _____ State _____
Make _____
Check Appliance _____
Refrigerators _____
Range _____
Washer _____
Radio _____
TV _____
Other (please specify) _____

Radio Center



WORLDWIDE SHORTWAVE radio center is formally set up in Polk Bros. store in Chicago by William J. Halligan, left, president of Hallicrafters Co.; Sol Polk; and Lt. Col. R. C. Dreyfus, Illinois state commander of the Civil Air Patrol. Located in the central front window of the store, the 40-by-8 foot station incorporates amateur, CAP and military equipment and its use is free to the public.

Consolidation Sale

Avco is offering savings up to \$140 on the purchase price of a single appliance and several million dollars in all in its nationwide "consolidation sale" which got under way in January.

Sale items include Crosley and Bendix refrigerators, automatic washers and dryers, ranges and freezers, according to Parker H. Erickson, Avco vice president and appliances general manager.

He said the consolidation sale was made possible by the reduction of duplicate warehousing sales and service facilities as a result of the consolidation of the Crosley and Bendix distributing organizations last summer.

Savings to the consumer range from \$30 to \$70 on electric ranges, \$70 to \$140 on refrigerators and \$40 to \$70 on washers and dryers, Erickson said. Number and variety of appliances of sale varies from market to market, as do dates of the sale.

retailer use. These feature Elsa Maxwell, Carlton Fredericks, color stylist Beatrice West and Robin Chandler. Fredericks will author a special recipe book for use with the company's new "mixblend".

In an effort to capitalize more fully on the gift market, Universal is offering a three piece Coffeematic service set to match its 10-cup coffeemaker. The tray set is manufactured by International Silver Co. and is valued at \$24.95, according to Stanley Fisher, sales manager of the electric housewares division. Certificates entitling consumers to purchase the set for \$9.95 are packed in each Coffeematic. Customers then mail the certificate and a check to Landers, Frary & Clark; retailers do not have to stock the tray set unless they wish to.

Retailers can earn \$5, \$10 or \$15 extra profit by ordering one of three assortments packaged by the firm.

British TV Upped

Great Britain's radio and television industry fared better than expected in 1953, with TV production topping a million sets by November instead of December, the original target date.

The McGraw-Hill London news bureau reports that November also was the peak month in the United Kingdom, with 140,000 television sets manufactured. Total TV production in 1952 was 811,000 receivers.

An upsurge in demand for radio also was reflected in increased industry output. November output was 126,000 sets, and for 1953 the total is certain to exceed 1,000,000.

British industry is looking forward with confidence to further development this year. Among the problems now being tackled are introduction of competitive TV service and continuing research on color TV.

Spring Push

An extensive spring merchandising campaign on Universal electric housewares has been announced by Landers, Frary & Clark.

The program includes a national ad campaign, introduction of a new blender, promotion of an endorsement of the firm's steam-dry iron, and a special campaign on the firm's line of automatic percolators. Also included in the firm's plans are new displays for dealer use and a special offer designed to boost retailer profits.

The spring ad program will include 38 insertions in 29 publications; ads will be both four color and two color in page and half-page sizes. Augmenting the national program is a group of four one minute commercials for

Bigger Profits in '54

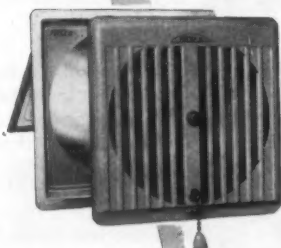
WITH THE **FASCO**
DO-IT-YOURSELF PLAN



INCREASE your share of "Do-It-Yourself" profits by joining the sensational Fasco Do-It-Yourself Plan. Completely market and consumer tested, this plan will make big news, and bigger profits, for every Participating Fasco Dealer. Fill out the coupon below. It's the first step toward making 1954 the greatest selling year ever! Sell Fasco . . . America's most popular ventilating fans.

THE PRODUCT

Fasco Ventilating Fans for every type of installation. Nationally advertised, the favorite of professional builders everywhere, Fasco Ventilating Fans are unquestionably the best value on the market today. Both 8 and 10-inch models are designed for easy installation. Guaranteed 5 years for your protection.



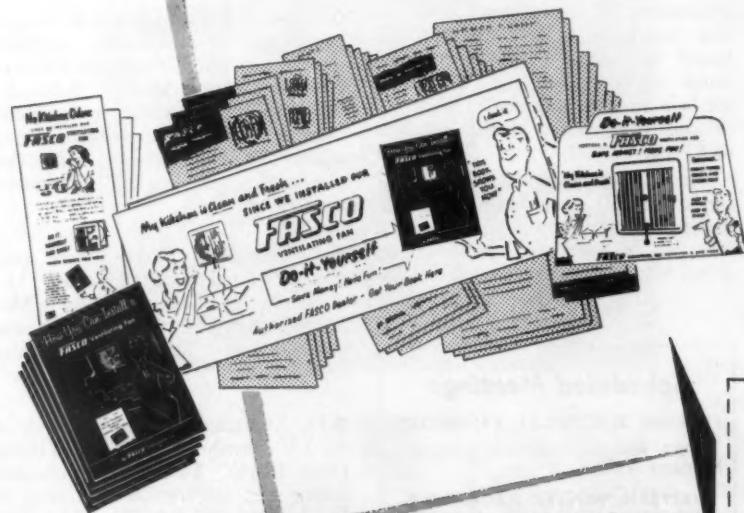
DIRECT HOT LEADS

You become a Participating Fasco Dealer by ordering only three units of your choice. All consumer leads in your area from national advertising are sent immediately to you. Every lead is a potential sale . . . every customer is *pre-sold*!



THE SALES AIDS

You get a complete sales promotion kit to identify yourself as a Participating Fasco Dealer and help you sell. Counter Display • 12 Do-It-Yourself Books • 2 Window Streamers • Envelope Stuffers • Newspaper Ad Mats • Suggested Radio Commercials • Dealer Follow-Ups • Direct Mail Letters • Order Blank for Additional Material.



FASCO
INDUSTRIES, INC.

FASCO INDUSTRIES, INC.

112 Augusta Street • Rochester 2, New York

I want to become a Fasco Do-It-Yourself Dealer. Please rush complete information.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

Vent Clothes Dryers

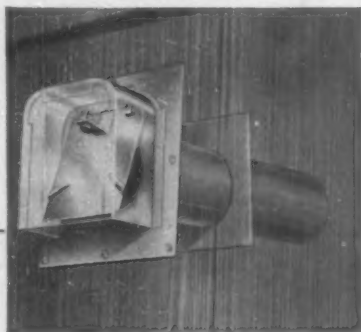
with the DRY-R-X exhaust



Assure your dryer customers that excess moisture, heat and lint will be no problem . . . sell venting as part of the hook-up.

The Dry-R-X Hood is available as a unit or in kits containing sufficient aluminum pipe and elbows for the average installation. The new Flexible Duct is available in 6' and 9' lengths.

The Dry-R-X Hood



Ask your dryer distributor or write stating name of distributor and make of dryer you sell.

DRY-R-X COMPANY

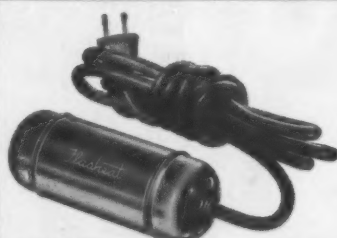
5521 Code Ave. Minneapolis 10, Minn.

The 1954
**American
TOY
FAIR**
in
NEW YORK CITY
March 8th - 17th



Exhibits at
**HOTEL McALPIN
HOTEL NEW YORKER
200 FIFTH AVENUE
1107 BROADWAY**

and other PERMANENT SHOWROOMS
TOY MANUFACTURERS OF U. S. A., Inc.
200 Fifth Avenue New York 10, N. Y.



HOT WATER FAST

With



America's Favorite

Electric Water Heater

Just put Flasheat in a container of water and plug into electric circuit (110 volt AC or DC). Weighs 1 lb. 2 oz. Heats water in record time. 7-foot rubberized cord. Bright chrome finish. Attractively packaged.

Has many uses: Heating water for laundry, bath, shaving, warming baby's milk, sterilizing bottles, heating canned foods, etc.

Ideal for homes and farms not having any other good way to heat water fast and conveniently.

ONLY \$5⁹⁵ LIST

DISTRIBUTED THROUGH JOBBERS ONLY

Write for Literature

G.L. ELECTRIC CO.
20725 Harper
Detroit 36, Mich.

Open-End Mortgages Next

An amendment enabling the FHA to insure open-end mortgages is being backed by the Administration and probably will be passed by Congress

The open-end mortgage—of vital interest to the appliance industry—is getting high-level backing from President Eisenhower's Administration for inclusion in the National Housing Act.

Legislation to permit the FHA to insure open-end mortgages has been approved by the President's Advisory Committee on Housing Policies and Programs. Washington observers believe Congress probably will pass such a bill at the present session.

In effect, the open-end mortgage provides a means by which the homeowner can readily obtain funds to finance the repairs, modernization or expansion of his house as his family grows or his income improves. It permits additional borrowing free from the refinancing costs associated with new loan closing and recording.

What It Means. It means, for the appliance industry, that many homeowners would be better equipped to go ahead with permanent improvements such as modernizing kitchens and wiring systems, and installing new heating, water, electrical, plumbing, and built-in air conditioning systems.

Any additional loan, of course, is up to the lender. He has to decide whether the new loan plus the unpaid balance on the original loan bear a proper relation to the value of the house as improved.

The President's committee, however, points out that there are many legal difficulties to overcome. A major stumbling block has been the legal requirements of many states that full title search be made for each additional loan under such a contract. Some of the largest title companies are helping overcome this difficulty by offering title service at the low cost of \$5 per \$1,000.

First Lien Clause. In addition, 32 states rule that an additional loan under an open-end mortgage is a first lien on the property, provided no actual notice of intervening liens has

been given the original lender (who also makes the additional loan). But an important group of states—Michigan, Illinois, Ohio, and Pennsylvania—say that intervening liens take priority, even without notice to the mortgage holder.

Broadly speaking, an open-end mortgage that properly describes optional future advances, up to a limit stated in the mortgage, offers security to the lender on these later loans as first liens.

But that statement has to be qualified by the laws and court decisions in the states.

Promotion Briefs

● Whirlpool Corp. has prepared a 17-page report titled "The Case of The Missing Dryer Sales" to promote a 10-day free home trial plan for automatic clothes dryers among dealers. Included with the report are samples of a free home trial folder, postcard and tabloid for use in promotion.

● First-quarter advertising plans by Bendix include the broadest national magazine advertising coverage in the firm's history. Thirty-eight publications will be used to cover a total circulation group of 94,000,000. In addition, Bendix also has scheduled tie-in newspaper ads for dealer use at local levels, says E. C. Herbert, laundry advertising manager.

● Republic Steel Corp. has announced completion of a full-color, half-hour educational film on kitchen planning entitled "Young Mother Hubbard." The movie is available to women's clubs, church and school organizations, home economics classes and other groups through Republic distributors and dealers.

● Winner of the "Sew and Save" contest sponsored by Pfaff Sewing Machine Co. and Lever Brothers is Mrs. Stephen Sierzega, Chicago. She was awarded a new Pfaff sewing machine for her entry.

● Du Mont has become a sponsor of the TV comedy series, "Colonel Humphrey Flack." Two live commercials during the telecasts feature four of Du Mont's TV sets. The TV show coincides with the company's advertising program in newspapers and national magazines.

● A Webster, S. D., housewife has been awarded title of the "Cook of the Year," a \$25,000 cash award and a General Electric combination refrigerator-freezer for taking first prize in Pillsbury Mills' Fifth Grand National Bake-Off. She is Mrs. Bernard Kanago.

Scheduled Meetings

FLORIDA ELECTRICAL EXPOSITION
Tampa, Fla.
February 2-13

WESTERN WINTER RADIO-TELEVISION & APPLIANCE MARKET
San Francisco, Calif.
February 8-12

NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
Chicago, Ill.
March 8-11

SOUTHEASTERN ELECTRIC EXCHANGE
Boca Raton, Fla.
March 22-24



▲ Old Style "2D" Storefront with Shallow Display Windows
New "3D" Visual Front that puts the whole store on display ▼

Remodel now for "3D" impact!



E. Sugarman, Inc. Radio & Appliance Store, San Francisco. Architects: Hyman, Appleton & Wolford.



For a modern VISUAL **LOF** FRONT see your nearest

LIBBEY · OWENS · FORD
GLASS DISTRIBUTOR

Beat your competitors to the *punch* . . .
Put in a modern Visual Front!

Then passersby will see *all* your merchandise. They'll see the full width and depth of your store interior, instead of a shallow, crammed display window. Your store will have "3D" impact. It will show more and help you *sell* more.

Find out how amazingly *little* an L·O·F Visual Front costs . . . ask your local Libbey-Owens-Ford Glass Distributor for an estimate. He has a lot of experience with storefront work. He knows local codes and conditions. He can even put you in touch with local architects and contractors who specialize in storefront work.

And he has this complete line of storefront materials:

1. L·O·F Polished Plate Glass.
2. *Thermopane** insulating glass to reduce steam and frost on windows in winter.
3. *Tuf-flex** Doors for unobstructed visibility.
4. Golden Plate to reduce fading of displayed merchandise.
5. *Vitrolite** glass paneling for exterior beauty.
6. Mirrors of L·O·F Polished Plate Glass to enlarge and brighten your store.

Mail the coupon for your free copy of our booklet on Visual Fronts, and for the name of your nearest L·O·F supplier.

Libbey-Owens-Ford Glass Co.
8024 Nicholas Building
Toledo 3, Ohio

Send me your booklet on Visual Fronts and the name of the nearest L·O·F Distributor

Name _____
(Please Print Plainly)

Address _____

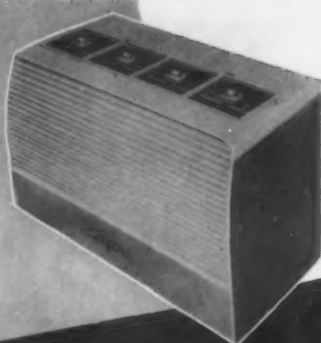
City _____ Zone _____ State _____

NEW! CAPRI ROOM AIR CONDITIONERS. It cools! It heats!

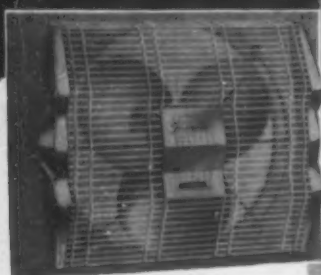
NEW! EXCLUSIVE ELECTRO-CONTROL PUSH-BUTTON WINDOW FAN.

NEW! ECONOMY WINDOW FANS.

- ATTIC FANS
- EXHAUST FANS
- HASSECK FANS



Open New Markets with the complete FRIGID Line for '54



This quality line of home and industrial ventilating equipment, priced right, are ready to give you more profits in '54.

Jobbers: Get the full FRIGID STORY before you place your 1954 order. WRITE NOW—for more sales, greater profits with FRIGID!

FRIGID INCORPORATED

126-168 THIRTY-SECOND STREET BROOKLYN 32, N. Y.

SAVE \$2¹⁰
on every delivery



WITH THE **EASLOAD** APPLIANCE TRUCK

Send one man instead of two

SAVE THE COST OF AN EXTRA MAN by using an Easload Truck. It balances the load... slides up or down stairs or in and out of trucks. Has belt and ratchet type cincher. Rubber pads protect finish. Large load balancing wheels (10x2.75 cushion tires) have two positions controlled by foot pedal lock. Note two small wheels at toe of truck. Save on deliveries: order an Easload today!... only

\$53.50

FOB Los Angeles

IT BALANCES THE LOAD

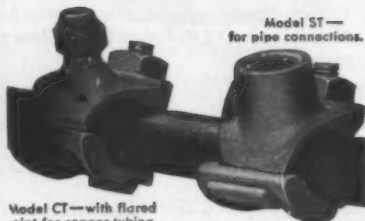


COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street • Los Angeles, Calif.

Quick easy way

to make gas connections

FOR LAUNDRIES, DRYERS, REFRIGERATORS, AND OTHERS



Model CT—with flared oint for copper tubing.

SKINNER-SEAL SADDLE TEE—for making gas and water connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND, 21, IND., U. S. A.

ASSOCIATIONS

ICHAM: A Second Look

Stove manufacturers agree it's time for a reappraisal of where their industry is going and look forward to harder selling but better profits this year

Manufacturers agreed that they have been trying to meet the challenge of merchandising with price, instead of values, at the winter meeting and management conference of the Institute of Cooking and Heating Appliance Manufacturers in Cincinnati.

Newly-elected ICHAM executive vice-president, Fred Kaiser, (Detroit-Michigan Stove Co.) summed up the outlook for 1954 in the advertising and sales executives session.

"We are trying to meet the challenge with price—but the consumers want values," Kaiser said. "We must take a second look at the consumers' dollar—you can't get her to buy a range when she has other items on her mind."

"Times have changed and she is often thinking about the items in our change of life. . . . The present mode of life has brought up many items to conflict with her intentions of buying a cooking appliance."

Ask Shorter Lines. Comments from the floor by a distributor brought up two more points. Said Al Kahn from a Cincinnati distributorship: "Make lines shorter, they are too long now. To tool up for a 36-inch range takes a lot of capital and that money could be spent to get people to come in and buy their product. So with shorter lines, lower price would be possible. And, more money to advertise the merchandise with the distributors and dealers."

Although there was a smaller attendance than at previous winter or annual meetings, the interest was greater than previous meetings.

Looking ahead, management execu-



PRE-DISCUSSION VISIT at ICHAM finds Cecil Dunn, left, president of the stove industry group, chatting with economist Murray Shields of the Bank of Manhattan.

tives from 21 electric companies reported as follows: five see no change in the sales figures for 1954, but 14 believe there will be an increase, two companies see a decrease coming. But the average increase was 9.3 percent. The gas manufacturers see an increase of about 4.8 percent.

Target: Profit. To make a profit for the coming year, the manufacturers agree that there is a greater need for salesman training, and closer contact by the factory. High on their agenda was the point that many dealers have now taken on furniture because there is a greater profit for the time that they have to put in.

In the annual report, president



LUNCH TIME AT ICHAM meeting in Cincinnati brings together J. B. Selover, Robertshaw Fulton; D. O. Tomlin, and E. S. Kleinmann, Dearborn Stove.

NOW, with over a quarter million sets mass-produced, mass tested, mass proved, THE STORY STAYS THE SAME!

No Motorola **PLA^{ci}r** Chassis Ever Returned for Service!



PROGRESS REPORT #1

2,000,000 Hours of Perfect Radio Performance

PROOF that the revolutionary Motorola **PLA^{ci}r** CHASSIS has set a new world record, the second another first in the radio industry.

PROGRESS REPORT #2

PROGRESS REPORT #3

1st **PLA^{ci}r Chassis** (and more than 250,000 others) **STILL IN USE, WITHOUT A SINGLE FAILURE!**

Proved Performance

throughout almost two solid years of mass-market use!

Back in 'mid '52, Motorola scored another First in the industry with the introduction of PLA^{ci}r chassis, first pre-tested, mass-produced plated circuitry. The first two reports to the trade, reproduced above, were published in 1953. This—Motorola's third report to you

who sell and service home radios—remains unchanged: Radio's first proved-perfect super-simplified circuits still enjoy a history-making record of perfect performance.

One more *proved* reason why Motorola is first in radio sales!

Better See The Motorola TV Hour on ABC-TV, Tuesday nights in most cities.

Better See **Motorola Radio**

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

"Golden Voice" and "PLA^{ci}r" Reg. T. M.

FACTORY APPROVED APPLIANCE TEST EQUIPMENT

FOR OVER 15 YEARS



ELEMATIC has manufactured precision pyrometer type test equipment which has been approved by some of the leading appliance manufacturers. You can now set flat irons, waffle bakers, grilles, roasters, deep fries, coffee makers, etc. Multiple unit test stands save valuable testing time enabling you to complete more repairs per day. Test one to six appliances at one time with one instrument.



Basic unit consists of complete tester, six-point switch, iron stand or coffee stand. You may add additional stands in any combination, in accordance with your needs. Special thermocouples for checking deep fryers, waffle bakers, grilles, etc., are also available.

WRITE FOR FREE BULLETIN No. 153

ELEMATIC EQUIPMENT CORP.

6731 SOUTH CHICAGO AVENUE CHICAGO 37, ILLINOIS

PROTECT

Appliances, Radio and TV Sets from
Costly Delivery Damages
with **DREADNAUGHT**
Form-Fit **PADDED COVERS**



Costs Less to Buy!
Costs Less to Use!

Eliminate damage claims . . . make faster deliveries . . . protect customers' properties. You get these 3 big benefits when you use DREADNAUGHT form-fit, padded covers for all your appliance deliveries. DREADNAUGHTS are chafe-proof on the finest finishes, water repellent and are made of NEW canvas with a soft moleskin lining. This is why DREADNAUGHTS last longer, cost you less to use.



Van and Warehouse Accessories Also Available.

NEW HAVEN QUILT & PAD CO., INC. 72-96 Franklin St., New Haven 11, Conn.

Dept. E254

Please send me your free catalog and price list.

NAME _____

ADDRESS _____

CITY _____

STATE _____

**SEND FOR
FREE
CATALOG
AND PRICES**

Cecil Dunn, ICHAM, and RCA-Estate, said "Over production is a misnomer as is the case when sales are off. The trouble is they make this statement to cover up for the overshadowing fact that what is really happening is under-selling.

"I'm not an economist, but we are overlooking the sales potential. About half of the people are cooking on poor cooking equipment and about two-thirds of the people who do are using obsolete equipment."

Considerable feeling was expressed against excise taxes, and the Board of Trustees plans to work for the removal of these in the next session of the Congress.

From the meeting rooms to the anterooms, comments were made about holding two meetings a year of the association. Present plans are to be maintained. Future activity for the gas space heaters division will be a uniform installation so a fire marshal in any city will be satisfied. At the present time there is a wide variety of codes covering installation in different cities.

New Trade Group

The electrical industry took a step toward coordination of its sales and promotion programs last month with formation of the Conference Group on Coordination of Electrical Industry Sales and Promotional Programs.

Members include Edison Electric Institute, International Association of Electrical Leagues, National Electrical Contractors Association, NAED, NEMA, and NARDA.

"The main purpose of this group will be to serve as the medium to keep the various associations of the electrical industry advised on the promotional and sales efforts of the others, and to make an effort to coordinate these activities for the achievement of maximum effectiveness," said J. R. Hartman, temporary chairman of the conference.

Decline Expected

Total dollar sales of electrical appliances are expected to decrease three to five percent during 1954, according to a report on business prospects for this year released by NEMA.

Some individual lines of products, however, are expected to show substantial increases. These are relatively new appliances such as air conditioners, dehumidifiers, food waste disposers, dishwashers and television sets, according to NEMA.

Another group of appliances, including electric fans, freezers and washing machines, are expected to maintain their 1953 levels of sales, the report indicates.

A decrease of approximately five percent is expected in sales of refrigerators, ranges, water heaters and housewares, NEMA believes. The drop in total volume anticipated is attributed to a decline in consumer disposable income, family formations and new home completions expected in 1954.

NEW IDEA



\$13.75 List Price incl. F. E. T.

For Real SUMMER COMFORT

NO BLAST just a
GENTLE
COOL
BREEZE
RIGHT WHERE YOU
WANT IT

A MIGHTY MITE

Only 5 1/2 inches high. Sturdy modern plastic case. In 4 choice colors. Uses famous TORRINGTON-AIROTOR.

IDEAL

- on the desk
- on the dressing table
- by the sick bed
- in the nursery
- in the kitchen
- by a favorite chair

TO BE FIRST—see your distributor now or write

LUCAS MFG. CO.

Dept. E,
4156 N. Lowell Ave., Chicago 45, Ill.
UL approved CSA

COMPLETE KITS FOR HOME HAIRCUTS



by
WAHL

World's Largest Manufacturers
of **ELECTRIC HAIR CLIPPERS!**

FULL PROFESSIONAL QUALITY

- ELECTRIC HAIR CLIPPERS
- PORTABLE HAIR DRYERS
- POWERFUL VIBRATORS
- COMBS • SHEARS

FREE FOLDERS

"How to Cut Hair at Home"
FREE DISPLAY AND MATS

The WAHL line of Home Hair Cutting products offers exceptional profit possibilities. Complete kits, individual clippers or other products.

All high quality but low priced professional type equipment. Send for full details . . . no obligation.

WRITE FOR DETAILS

Please send full details on your line of Home Hair cutting clippers and other products.

Name _____

Address _____

City _____

State _____

WAHL CLIPPER CORP. Sterling, Ill.

Now! First Complete Line of 30-Inch Ranges

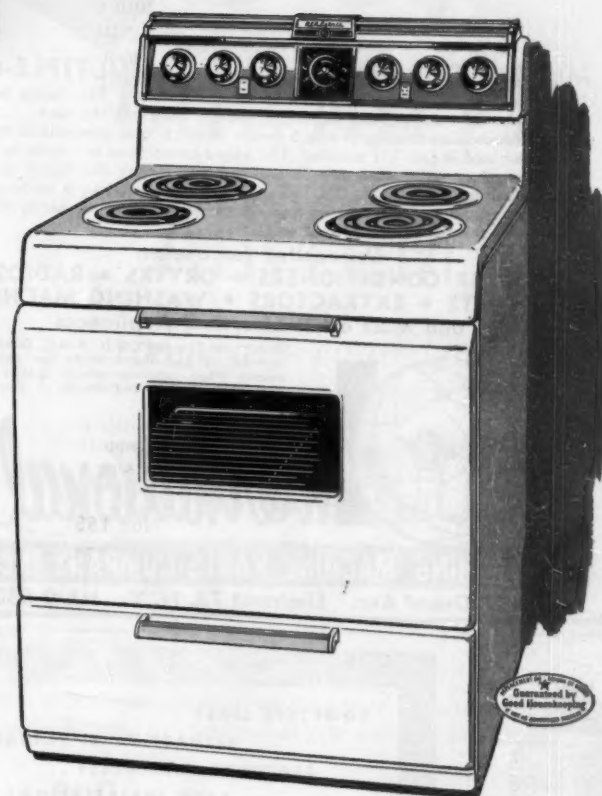
Gas and Electric...

*with promotional models priced
to challenge comparison*

RCA Estate *Space King*

Here is the industry's first complete line of 30-inch ranges—gas and electric, with features to suit every taste, prices for every budget. "King-Size" Oven (full 24-inches) holds a banquet for twenty, yet these compact ranges fit crowded kitchens.

**See them at space 523, American Furniture
Mart, Chicago, January 4-11.**



Electric Deluxe



Gas Super-Promotional



Gas Promotional

Gigantic Coast-to-Coast Promotion!

- National Magazine Ads
- Network Radio and Television
- Local Newspaper Ads
- Local Radio and Television
- Colorful Sales Promotion



Look for this and you'll
always find the best!

**RCA ESTATE APPLIANCE CORPORATION
HAMILTON, OHIO**

A Radio Corporation of America Subsidiary

A Watchdog for Your Profits!
The COIN METER You've been waiting for



H. Greenwald's New Series 5000 Accumulator

MULTIPLE-TIME MULTIPLE-COIN

The "Accumulator" will accept up to 14 coins in advance. The timing mechanism can be removed from its vault housing by merely unlocking the door . . . no tools needed. Mechanism consists of only 5 simple parts. It is so streamlined that it can be disassembled in just 1½ minutes. The wiring connections are made by "bendix-type" connectors which need only be unplugged to remove the timing mechanism. Timing changes can be made **ON THE JOB** by simply removing or adding studs in proper places. Many other superior features are embodied in the Series 5000 which was proven fool-proof in every kind of test.

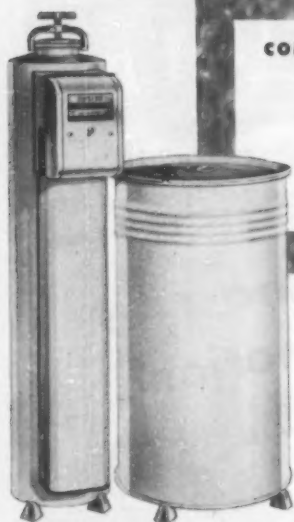
- Unexcelled for Use on**
- AIR CONDITIONERS • DRYERS • RADIOS
 - TV SETS • EXTRACTORS • WASHING MACHINES
- and most other Electrical Appliances



Meters are Shipped C.O.D. Nickel, Dime or Quarter—\$32.50 List Price—Write for quantity discounts. When ordering—please specify coin denomination desired and length of time meter is to run.

International

WASHING MACHINE PARTS COMPANY INC.
 85-27 Grand Ave. Elmhurst 73, N. Y. HA 9-5500



COMPLETE LINE!
ATTRACTIVE APPEARANCE!
FEATURES THAT SELL!
EASY INSTALLATION!
TROUBLE-FREE PERFORMANCE!
FULL PROFIT!

MODERN'S

**GOT WHAT YOU WANT
 in WATER SOFTENERS!**

No two ways about it—MODERN'S the moneymaker in water softeners! Because MODERN gives you—*everything you want*. Top quality line—in models and sizes for every need. Exclusive features that close sales quick. Easy installation. Trouble-free performance. Right prices—with full profit on every unit. Go MODERN—and make money in the softener business. Ask your wholesaler—or mail coupon for details.

COMPARE! SEE WHY!

Complete line—automatic electric, single control, brine tank, and dry salt models • Residential sizes to 100,000 grains capacity, commercial to 1,000,000 grains • Triple-duty minerals soften, remove iron, filter sediment • Extra heavy gauge steel tanks electrically welded and hot dip galvanized • Top styling, attractively finished in white baked enamel • 10 year warranty

MAIL COUPON FOR DETAILS ▶

MODERN
 means business

MODERN WATER EQUIPMENT CO.
 Dept. EM, West Chicago, Ill.

Send full details on your complete line of water softeners.

Name _____

Address _____

City _____ State _____

PEOPLE

Shurack Resigns

Irving B. Shurack, president and founder of Shura-Tone Products, Inc., Brooklyn, N. Y., manufacturer of phonographs, and Shurack Sales Co., Inc., national sales agency for the firm, has resigned and disposed of all stock interest in both companies, it was announced recently.

Shurack's interests were purchased by Frank Lo Manto, secretary and production manager, who becomes president. Shurack Sales Co., Inc., has become Manto Sales Corp.

Shurack, who previously was sales manager for Philco Distributors, Inc., said he would take a vacation and re-enter some phase of the industry at a later date.

McMicken Retires

Andrew C. McMicken, sales consultant of Portland General Electric Co., Portland, Ore., and one of the pioneers in appliance merchandising in the Pacific Northwest, has announced his retirement.

McMicken, who was with the utility for 51 years, held the position of general sales manager for 39 years. Retiring from that post in 1950, he was retained by the utility as a sales consultant.

McMicken is a past president of the Northwest Electric Light and Power Association, Oregon Advertising Club, and Pacific Northwest Golf Association.

Buffalo Election

Ferdinand J. Lynn has been re-elected president of the Radio Television Service Association at a recent meeting.

Others elected include, John G. Wick as secretary, Theodore Telaak, vice president; Nicholas Mitri, assistant secretary; and Pascal Pratt, treasurer.

Groans Recorded



BLIND HIGH SCHOOL wrestler, John Ross, left, Minneapolis, Minn., records grunts and groans of Strangler Lewis, former heavyweight wrestling champ, on Ampco tape recorder which was given to the youth when he appeared on recent TV show.

Dutro
TV-TRUCK

**SHORT ENOUGH TO STAND
 UPRIGHT IN PANEL DELIVERY
 WITH SET STRAPPED TO IT!**

Only 48" high! 15 ft. strap with cinching ratchet. **\$42**

Model 704TV



Welded tubular construction. Handholds where you need them. Tailgate notch for safety. Durable grey non-marring rubber on face of truck. Models with or without ratchet or stair-roller assembly. In use for over 8 years.

Write for literature and name of nearest jobber

Dutro Company
 3110 Adeline • Oakland, Calif.
 JOBBERS INQUIRIES INVITED
 ATTRACTIVE FREIGHT ALLOWANCES



**Automatic
 Vents for all
 CLOTHES
 DRYERS**

Use the best by actual test

LAUND-R-VENT

1. Aluminum Construction
2. Friction Free Damper
3. No Rust or Ice Worries
4. Retards Down Draft
5. Easy to Install
6. 3" Vent \$2.55
7. 4" Vent \$2.97
8. Complete Kits Contain
 - a. Laund-R-Vent
 - b. Three 24" lengths pipe
 - c. 2 adjustable elbows
9. Special Kits Available

Completes your installation
 See your jobber or write

COLE-SEWELL Engineering Co.
 2285 University Ave. St. Paul 14, Minnesota



sell

CHRYSLER AIRTEMP

room air conditioners

**THE "POWER-FULL" LINE
FOR '54 GIVES YOU MORE
SELLING POWER 6 WAYS...**

1 New model for casement windows . . . gives you sales where others can't compete!

Just what so many people in homes and apartments with casement windows need to enjoy all the health and comfort benefits of air conditioning! Just what *you* need to lead your way to record-setting sales this year in room air conditioners!

2 Complete line of 6 different models meets every need!

In addition to the sensational new ½ H.P. model for casement windows, Chrysler Airtemp offers you 5 other models in ½, ¾ and 1 H.P. sizes—a complete line to meet every requirement. Reverse cycle models in ¾ and 1 H.P. sizes.



3 A name people know—and know they can trust!

Your prospects know the famous Chrysler Airtemp name—associate it with Chrysler engineering leadership—have complete confidence in the products which carry it. With Chrysler Airtemp Room Air Conditioners, the *name* helps you *sell*.

4 Features that mean more to your prospects!

Every room air conditioner has "features"—but the numerous features of Chrysler Airtemp advanced engineering *mean more* to the customer because they *do more* for him. And many are features which you can demonstrate effectively right on your showroom floor.

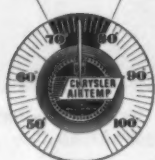
5 Spectacular national advertising!

Every week between February and July readers of Life or Saturday Evening Post or Time will be reading about the important benefits of Chrysler Airtemp Room Air Conditioners. The biggest portion of the space scheduled will display full-page ads in eye-catching color.

6 Action-packed local selling helps!

Animated and conventional TV spots, radio announcements, newspaper ads, literature for direct mail and hand-out, signs and window displays and many other hard-selling sales aids are available from Chrysler Airtemp. They will make it easy to identify yourself locally and tie in with the powerful Chrysler Airtemp national advertising.

Comfort Zone



CHRYSLER AIRTEMP

**AIR CONDITIONING for HOMES,
CARS, BUSINESS, INDUSTRY**

Airtemp Division, Chrysler Corporation, Dayton 1, Ohio

MAIL THIS COUPON TODAY!

Airtemp Division, Chrysler Corporation
P.O. Box 1037, Dayton 1, Ohio



EM-2-54

Yes, we're interested in the most profitable "dealer's deal" in Room Air Conditioning—send complete details.

Name _____

Address _____

City _____ Zone _____ State _____

THE SALESMAN'S CORNER



MAKE A PASS. This is almost sure-fire. Just play for the lady instead of her order and if you can do it with a leer like this, all the better.



IGNORE HIM. All right, so the guy thinks he wants to buy. Leave him alone and maybe he'll want to buy two. He's only an ignorant customer.



SCOLD THE CHILD. Scare him half to death and do it in such a way that you have reflected on the mother's abilities as a parent.

Eight Ways to Lose a Sale

Of course, it takes a little skill to do it with the artistry demonstrated by these salesmen of Riverside Supply, New Orleans, but it's surprising how many people have a natural aptitude for just this sort of thing.

ASK John Mailhes what is the most important single thing an appliance salesman should know and he gives a surprising answer: "It isn't how to make a sale; it's how to avoid losing one."

"There are," he points out, "a lot more ways to lose a sale than to land one. It's as important that salesmen know how to avoid negative approaches and tactics as it is that they

learn positive ways of arousing interest, and making a successful close."

Mailhes, his two partners, Matt Ballatin and Leonard LaGrange, and their salesmen didn't drive customers away from their Riverside Supply stores in New Orleans suburbs with the practices pictured on these pages, but they had a lot of fun showing the Electrical Merchandising camera man some of the things that will.



STAND IN HIS WAY. Don't let him see that program he is interested in. If he wanted to buy a TV set he wouldn't spend any time watching it.



CALL HIM A CROOK. When you see "suspicious" people walk out with merchandise, ask to see their sales slip. One out of 1,000 questioned won't have one.



SCORN THE TRADE-IN. Tell the prospect his trade-in is a worthless old relic but manage it artistically, with a loud laugh and with a contemptuous kick.



KNOCK HIS CHOICE. That piece of junk? This is not only selling up, it's selling the prospect out of the store into the arms of your nearest competitor.



TELL HER OFF. Who does she think she is to argue with you? Letting go with both barrels will keep her away from the store for food
End

Preway, Inc.



RICHARD C. SCHMIDT

Richard C. Schmidt has been named as advertising manager for the company. Other recent appointments include Harvey T. Anderson as field sales manager and William M. Quinn as manager of marketing research.

Reo Motors, Inc.

Howard H. Fowler has been appointed service sales promotion manager for the lawn mower division.

Steelman Phonograph Corp.



PAUL E. FEATHERSTONE

Paul E. Featherstone has been appointed national sales manager for both the Steelman Phonograph and Roland Radio Corporations. Featherstone resigned as vice president of Capitol Records Distributing Corporation to take over his new post.

United States Appliance Corp.



STANLEY SILBER

Stanley Silber has been appointed to the executive sales staff of the corporation and will be in charge of sales activities for the east and west coastal states.

New Positions

Westinghouse Electric Corp. Electric Appliance Div.



REESE MILLS



R. M. FICHTER

Announcement has been made of appointments in various key executive posts within the electric appliance division of the corporation. Essentially the division has been divided into three separate product operations: major appliances, headed by R. J. Sargent, manager; portable appliances, R. M. Oliver, manager; and refrigeration specialties, H. F. Hildreth, manager. Functions common to all three product operations will be under the direction of W. B. Creech, appointed as assistant division manager. Reese Mills was appointed assistant general manager of the division.

Others appointed include George H. Meilinger to the post of major appliances sales manager, and J. R. Clemens as advertising manager. In portable appliances J. E. Hugo becomes sales manager, and C. G. Duy,



GEORGE H. MEILINGER



W. B. CREECH



J. E. HUGO

advertising manager. R. M. Fichter is the new sales manager, and H. R. Cummins, advertising manager for refrigeration specialties, while J. D. Lee takes over the post of merchandise manager of laundry equipment.

Stromberg Carlson Co.



F. LEO GRANGER

F. Leo Granger has been appointed sales manager of Stromberg Carlson's radio television division. Granger's most recent post with the company has been as national service manager.

Arvin Industries, Inc.



JOHN C. MARSHALL

John C. Marshall has been elected a vice president of the firm and in addition will take over the duties of director of sales for the firm's radio-television sales division.

Quicfrez, Inc.



ROBERT N. WOODWORTH

Robert N. Woodworth has been named national field sales manager. Other appointees include Charles Pratt as district manager for Atlanta, Ga., and John Quinn as district manager for California.

Hoffman Radio Corp.

Joseph A. Zulwin has been named as district manager for the corporation in the midwestern United States.

Dayton Pump and Mfg. Co.



LOUIS WOZAR

Louis Wozar, whose most recent post was as assistant to Dayton Pump's president, Frank M. Tait, has been appointed president and general manager of the company. Tait continues as chairman of the board of directors.

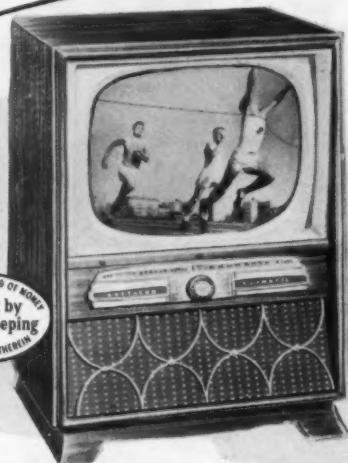
CBS-Columbia, Inc.



DAVID J. HOPKINS

David J. Hopkins has been named director of sales for CBS-Columbia. Hopkins previous position was as director of sales and advertising for Emerson Radio and Phonograph Corp.

STAY AHEAD with Raytheon



THE WESTMINSTER, UC-2403.
Deluxe 24" console in mahogany finish.
Also in Model UC-2404—blonde finish.

1

at with

- ONE KNOB VHF-UHF CONTINUOUS TUNER
- VHF PERMEABILITY TUNING, UHF TUNED LINE TUNING
- LIGHTED SLIDE RULE DIAL
- FULL YEAR WARRANTY ON PARTS AND PICTURE TUBE AT NO EXTRA COST
- THE GOOD HOUSEKEEPING SEAL OF APPROVAL
- THE FAMOUS "SERVICE SAVER" PROGRAM, NOW WINNING NATIONAL ACCLAIM
- ALSO FIRST TO DELIVER COLOR TV RECEIVERS TO DEALERS

and NOW—

VU-matic^{*} Control

The year's biggest advance in television



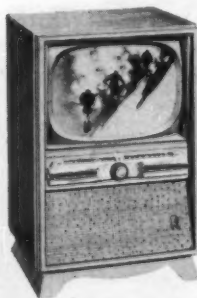
*Trademark

VU-matic Control—Part of Raytheon's 3-unit Chassis.

- One knob tunes all 82 VHF-UHF channels . . . AUTOMATICALLY
- Switches in the VHF or UHF antenna . . . AUTOMATICALLY
- Selects the proper VHF or UHF circuits . . . AUTOMATICALLY
- Switches in two extra UHF amplifiers . . . AUTOMATICALLY
- Shuts out annoying picture interference . . . AUTOMATICALLY
- Electronic shielding stops radiation . . . AUTOMATICALLY



THE CARLETON, UC-2139.
21" console. Mahogany finish.



THE BILTMORE, UC-2142.
21" console. Blonde finish.



THE CONCORD, UM-2133.
21" table model in gray leatherette. Also, UM-2134 in mahogany finish.



THE MAYFLOWER, UC-2145.
21" console. Blonde finish.

Pace-setter in TV technical progress... out front with proved-for-profit promotions... leader in electronics—a few of the sound reasons why it pays to push the Raytheon TV line!

YOU'LL
MAKE MORE IN '54



WITH RAYTHEON TV!



RAYTHEON MANUFACTURING CO., TELEVISION AND RADIO DIVISION, 5921 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS



M. F. BLAKESLEE



E. R. GLAUBER



LEO HAHN

Three executive appointments have been announced by the corporation. M. F. Blakeslee takes over the newly created post of director of distributor relations; E. R. Glauber has been appointed national sales manager for air conditioning, and Leo Hahn becomes national radio sales manager. Glauber will also continue in his capacity as director of Emerson Distributing Companies.

Broil-Quik Co.

Milton Nathanson has been promoted to vice president in charge of sales. Nathanson's most recent post with the company was as general sales manager.

Electro-Voice, Inc.

Dean Nordquist has been named to the post of assistant advertising manager for the company.

Calcinator Corp.



BEA LAWSON MILLER

Bea Lawson Miller has been named director of consumer services. In her new post Miss Miller will supervise Calcinator's program of educational services.

Whirlpool Corporation

Frank T. Grimes has rejoined the Whirlpool Corporation as sales promotion manager. For the past year Grimes has been sales manager of the kitchen cabinet division of Murray Manufacturing Corporation.

Ebco Manufacturing Co.

John M. Harris has been appointed district sales manager for four mid-western states, southern Illinois, Missouri, Kansas and Nebraska. William O. Corfield takes over a like post in northern Illinois, Iowa, Wisconsin, Minnesota and the Dakotas.

Norge Division Borg Warner Corp.

Ora Wright has been appointed to the home service staff of the corporation. Mrs. Wright has been home service director for the B. T. Crump Co., Richmond, Va. distributors.

National Presto Industries

Jack Keating has been named sales promotion manager for the company. Keating's headquarters in his new post will be in Eau Claire, Wisconsin.

Zenith Radio Corp.

John F. Mehr has been appointed regional manager for the corporation in the sales territory which includes Washington, D. C., Baltimore and Philadelphia.

Landers, Frary and Clark

Fred B. Walrath, has been named to the post of regional manager for the southeastern sales division.

American Kitchens Div., Avco Manufacturing Corp.



CURRY W. STOUP

Curry W. Stoup has been elected vice president of Avco Manufacturing Corporation and general manager of its American Kitchens Division in Connersville, Indiana.

Revco, Inc.

Murray Lefton has been named as eastern district manager for the company with a territory including New Jersey, Delaware and the marketing areas of Philadelphia, Baltimore, Washington and New York City.

A. O. Smith Corp.

Walter W. Stake has been named regional manager for the company's eastern sales district with headquarters in New York. Allen O. Dragge takes over a like post in the Pacific coast district, with offices in Los Angeles.

Amana Refrigeration, Inc.

VerLynn Sprague has been appointed Chicago regional sales manager with a territory consisting of the states of Michigan, Illinois, Wisconsin, northern Indiana and eastern Iowa.

Cory Corporation

Joe Todd has been appointed territorial manager for the corporation in the states of North and South Carolina.

Capehart-Farnsworth Co.

Robert T. Shreve has been named manager of major accounts for the company, in which position he will have charge of administration of key accounts on the national level.

Nesco, Inc.

E. H. Zietlow has been promoted to the newly created post of sales office manager for the company.



L. J. SORENSEN

L. J. Sorensen has been promoted to the new post of executive vice president of Motor Products Corp. Another recent appointee is David A. Barbour named as central regional sales manager.

Raytheon Manufacturing Co.



DICK O. KLEIN

Dick O. Klein, has been appointed director of marketing for the television and radio division of the company, and in addition has been named assistant vice president of the parent company.

White Sewing Machine



SYDNEY A. SMALL

Pictured above is Sydney A. Small recently appointed to assume charge of the company's wholesale distribution operations. Through a printer's error the cut picturing Small in the December issue was incorrect.

ANNOUNCING THE COOLERATOR AC-70

¾ H. P.



**Your new LEADER model in
room air conditioners**

LEADER IN PRICE! LOOK!—\$299⁹⁵
suggested list

LEADER IN QUALITY!

LEADER IN TROUBLE-FREE PERFORMANCE!

It's sensational—this new Coolerator AC-70 brought to you at a low, low price—with no sacrifice of quality! It costs far less because of its mono-control, "on-off" operation, yet has the same famous built-in Coolerator quality that means superior performance—no service problems for you! In design and engineering—it's outstanding. It provides fast cooling, efficient dehumidification, and high-velocity air circulation without drafts. It's a volume-builder—a new leader for markets where only cooling is required.

COMPARE!

The same Super-Quality features as in standard Coolerator models:

- The same rust-proofed cabinet—inside and out!
- The same simple decorator-approved design!
- The same neutral Mirror-tone finish that blends anywhere!
- The same permanently oiled motor and compressor!
- The same quiet operation!
- The same splatter-proof moisture removal!
- The same flush sides, top, and bottom!
- The same 5-Year Warranty on the famous Zerolator mechanism!

**ALL AT THE NEW LOW
PRICE OF \$299⁹⁵**
suggested list.

COOLERATOR



See your Coolerator distributor or write for complete details today.

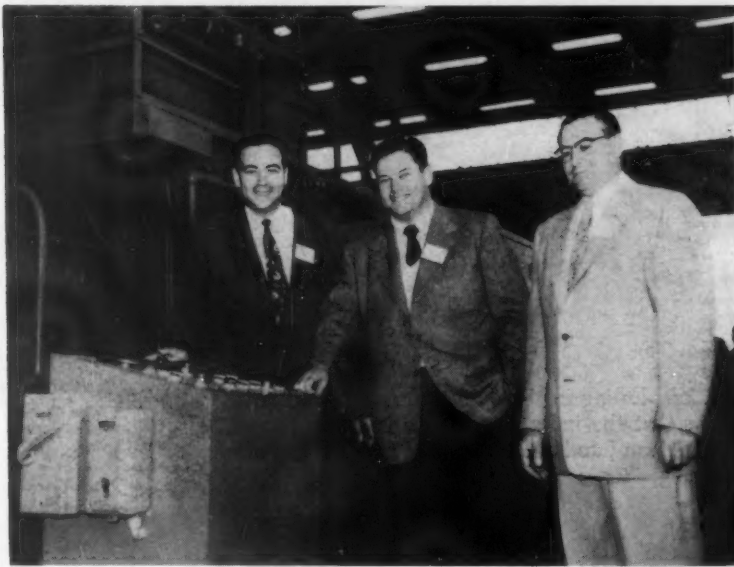
COOLERATOR COMPANY, Duluth 1, Minnesota—A Division of International Telephone and Telegraph Corporation

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Throwing the Switch



NEW TV ANTENNA PLANT is officially opened by Channel Master's Resnick brothers who prepare to throw the switch turning on a new extrusion press. The new \$1,500,000 antenna plant represents a production potential of over four times Channel Master's present factory facilities, also in Southern New York. Left to right: Harry, Joe and Lou Resnick.

Fan Contest Repeated

A return engagement of NEMA's electric fan window display contest is scheduled for May, with \$3,000 to be given away to the winning contestants

A repeat performance of last year's electric fan window display contest, sponsored by the electric fan section of NEMA, has been scheduled for May of this year.

A total of \$3,000 in U. S. Savings Bonds will be offered as prizes for the best window displays of electric fans during the period of the contest, May 1 through June 1.

"The 1953 window display contest proved that aggressive retailers can build volume business on electric fans by starting their selling efforts early and by putting real selling effort behind this product," said Robert A. Orr, chairman of the electric fan section's merchandising committee.

Last year's contest was a spectacular success, Orr said, with entries received from 22 states and the District of Columbia. He said more entries are expected this year.

"We have definite evidence that fan distributors and dealers are learning the importance of early pre-season stocking," Orr said. Orr quoted shipments of fans during the first five months of 1953 as being \$23 million, about 85 percent ahead of the same period of 1952.

"... we feel very optimistic about the 1954 electric fan window display contest, and we expect far more entries than 1953's record number," Orr said.

Orr emphasized that the biggest stores with the biggest displays would not necessarily have a better chance. Winners will be chosen on the basis of ingenuity and originality.

In addition to the \$1,000 grand

prize, there will be 14 additional awards totaling \$2,000, also in savings bonds. The prizes will be distributed evenly among two classifications—appliance dealers, and department stores and utilities.

Under the rules, the window must feature electric fans exclusively and the display must remain for at least a period of one week during the month of May. A photograph of the window must be sent to the Fan Window Display Contest, Electric Fan Section, National Electrical Manufacturers Association, 155 E. 44th St., New York 17, N. Y.

All window displays must include the streamer provided by the electric fan section to qualify for the award. This streamer is provided free upon request.

ARI Meet Readied

More than 2,000 refrigeration service engineers, contractors, wholesalers and manufacturers from all parts of the country are expected to attend the Air Conditioning and Refrigeration Institute educational conference on commercial refrigeration and air conditioning to be held March 11-12-13 in Long Beach, Calif.

About 75 manufacturers of commercial refrigeration and air conditioning equipment are expected to furnish displays at the ARI-sponsored show, which will feature special speaking programs by industry experts, it has been announced.

MERCHANDISING SUPPLEMENT



CUT delivery time, SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-does-it features. Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

*14" Web strap fastens appliances tight with the patented (30 second action) trap ratchet—a Yeats exclusive.

*Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.
MILWAUKEE 5, WIS.

Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!

KASSON Roto-Sho
ELECTRIC TURNABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!

Carries up to 200 lbs. Lights turn with table. We also produce midsize fractional H.P. electric motors, electric Christmas Tree turners. 24 hour delivery from stock.

KASSON DIE & MOTOR CORP.
Formerly General Die & Stamping Co.
Dept. 65, 267 West St.,
New York 12, N. Y.

Integrity Since 1919

**Percolator Elements — Iron Elements
Appliance Switches — Cord Sets
Asbestos Wire — Hot Plate Bricks
Small Appliance Repair Parts**

Write for our Catalogue, on Your Stationery

Jandorf Electric-Manufacturing Co.,
3600 Woodland Ave., Balto. 15, Md.
Manufacturers of the Finest Cord Set in America

DEALERS — DISTRIBUTORS

10¢ and a self-addressed 3¢ Stamped envelope brings you our Wholesale Directory, where to get about 1/2 Million articles at wholesale.

M. SERRA
P. O. Box 81, Rugby Station, Brooklyn 3, N. Y.

SEARCHLIGHT SECTION

REPLIES (Box No.): Address to office nearest you
NEW YORK: 330 W. 42nd St. (36)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITIES OFFERED

MANUFACTURERS AGENTS wanted in different parts of the country by leading manufacturer of portable hydraulic and mechanical conduit and tube bending equipment, for use by contractors and in industries. Our line is nationally advertised. Tal Bender, 417 N. Water St., Milwaukee 2, Wis.

REPRESENTATIVES WANTED: Waters Conley Company, the oldest and most reliable manufacturer of portable phonographs, setting up national sales force to sell through distributors and key accounts, desires top-notch representatives throughout the United States, except middle west. Write Waters Conley Co. RW-1488, Electrical Merchandising.

WE DESIRE to appoint manufacturers agents for all states in the United States for a fast selling product. In your reply please state all the lines you handle. These products are sold only to electrical wholesalers and hardware wholesalers and large mail order houses. Only established and well connected men will be considered. RW-1225, Electrical Merchandising.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS



The safe, easy and quick way to handle appliances. Patented Step-On Lift—Retractable wheels. Cap. 1,000 lbs. Ship. wt. 45 lbs.

REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end.

Write Dept. B

ROLL-OR-KARI CO.
Manufacturers' ZUMBROTA, MINNESOTA

DISTRIBUTOR—DEALER—BEGINNER—

Aluminum Cookware Sets. 14-piece. Heavy gauge Aluminum. Cook book and guarantee with each set. Retail \$39.95. Set of 14 pieces \$14.95. 6-Sets \$84.00. Send money with order. M. SERRA, P. O. Box 81, Rugby Station, Brooklyn 3, N. Y.

HAND TRUCKS



For Safe and Easy Handling of Ranges, Refrigerators, Home Freezers and Air Conditioning Units, Radio, Television and Window Cooling Units

SELF-LIFTING PIANO TRUCK CO.
426 North Main Street Findlay, Ohio



Insert broken ends into sleeve. Crimp tight with pliers

138 Benita Av., Piedmont 11, Calif.

WANTED MANUFACTURER'S AGENTS

By Prominent Manufacturer of Comfort Cooling Equipment. Must be established and now calling on Distributors and Jobbers in one or more of these fields: Hardware, Furniture, Electrical, Appliances.

Territories open east of the Mississippi. Write fully giving qualifications.

RW-1478 Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

VACUUM CLEANER MOTORS REPAIRED

PROMPT DELIVERY • GUARANTEED WORK • LOWEST PRICES
Send your motor to us, parcel post
EDER VACUUM CLEANER CO.
17109 Greeley St. • Detroit 3, Mich.

NARDA and You

"THIS year we are going to fight for our existence, for the justification of the dealer and the services he renders in the traditional sense of our industry, and for the erasure of that horrible blot on our record of having appliance and television dealerships lead the 1953 parade of business failures. . . ."

The speaker was Wallace Johnston, president of the National Appliance & Radio-TV Dealers Association, in his opening remarks to the annual convention of the association in Chicago. He continued:

"We are going to find ways to build our volume, by brands, by accelerating turnover and by initiating sales rather than accepting orders. We're going to become important to our respective distributors and manufacturers by concentrating on their lines and the profitable, energetic handling of them. We're going to justify our existence in this industry and, by doing it in this positive way, prove that, if it comes to a decision between the NARDA-type dealer doing a conscientious, creative, public-serving job of selling and the one who offers only his profits as an inducement to buy, it is we, not they who will be chosen."

WE quote these opening remarks because they are an accurate reflection of the spirit, the feeling and the determination of the hundreds of independent dealers who attended the convention. Here one found no weeping, wailing or gnashing of teeth; no dismal prophecies of impending disaster and no inclination to accept passively the existence of unfair, opportunist or racketeering elements in the business. Not that the assembled dealers were unaware of conditions that have threatened their business existence. On the contrary. But because they have banded together in a common purpose, under the banner of their national association, they are possessed with the conviction that, by cooperative action, they can bring about a revival of faith, integrity

and fair dealing in the industry. And the record shows that the industry generally is taking them at their word and coming around to their way of thinking.

THIS positive way of approaching the dealer's problems is a tribute to the unselfish leadership NARDA has enjoyed in the past few years. As an association it has increased in stature, in numbers and in the respect it commands. Its membership has been swelled by the affiliation of scores of local appliance dealer organizations; by manufacturers, distributors and utility companies who have joined as associate members and by hundreds of individual dealers who found that griping corrected no abuses, but concerted action did. Today, NARDA can boast of many valuable services it renders dealers and to a record of accomplishment in such important industry matters as lengthening discounts and shortening lines; helping restore fair trade legislation; promoting state laws to outlaw transshipping; making accurate studies of the dealer's cost of doing business; establishing standard appliance and TV trade-in figures; combating dishonest or misleading advertising; fighting television service licensing bills and influencing manufacturers and distributors to "give meaning to franchises." They have authoritatively represented the nation's dealers before government bodies in such matters as fighting excise taxes on our goods, simplifying wiring codes, advocating price decontrol and helping formulate FTC trade practice rules for the radio-TV industry.

But perhaps the most important contribution NARDA has made is to educate their members to become better businessmen, better managers, better selling organizations. They are inspiring them to re-create an atmosphere in which honest men of good intention may operate with pride and confidence in their profession.

We think they deserve your support. . .

Lawrence Wray

EDITOR

3. CLEAN AND GENTLE!

Dirt normally remaining in clothes is gently squeezed out by Lovell's Pressure-Cleansing action. Resilient rolls are kind to delicate fabrics, won't jam zippers or break buttons.

2. FAST!

No long washing, rinsing cycle to wait for. Quick push or pull swings the Lovell Instinctive wringer to the next operating position. No groping for a lock lever.

1. LOW COST!

Customers like the smaller price tag on washers equipped with Lovell wringers. And the fact that they also save on soap, hot water, electricity and repairs.

4. DOES HEAVY LIFTING!

Conveyor action of a Lovell wringer does 90% of the heavy lifting. No more worries about washday backaches.

5. SAFE!

Lovell Instinctive wringers give **AUTOMATIC SAFETY!** A gentle pull on clothes or a push on the frame releases roll pressure. Just a slight pull stops rolls instantly on Lovell's famous "77."

6. CONVENIENT!

With a Lovell-equipped washer you can start with dainty things, end up with overalls, all in the same suds. Set washing and rinsing time to suit yourself.

7. BUILT TO WORK BETTER, LAST LONGER!

"GUARDED TOP" DESIGN gives added protection.
POWER ELECTRIC ROLLS, 3 rubber layers give right cleansing pressure.
HARDWOOD BEARINGS never need oiling, won't stain wash.
SINGLE LEAF SPRING gives balanced pressure.
ALL-STEEL H-TYPE FRAME prevents twisting or breaking.

How you can stack up more bread and butter

IN 1953, over one and a half million women demanded *wringer* washers. That's about half of all washers sold by you and other dealers. No doubt about it, wringer washers are still your bread and butter.

How can you stack up more bread and butter? Display and demonstrate washers with Lovell wringers. Point out the Lovell name during every demonstration. It's a familiar name to most women. They know it stands for the best. To help clinch the sale, use these seven Lovell sales points.

Remind every customer that she can get her wash done quickest with a wringer washer and automatic dryer—and that the combination costs less than she thinks.

Lovell Mfg. Company, Erie, Pa. Also makers of the Lovell gas and electric drying systems.





KELVINATOR

Marks 40th Anniversary

with a

JUBILEE OF

BONUS VALUES!



BONUS VALUE REFRIGERATORS!

Think of it! A complete refrigerator line with only five models . . . and every single one has automatic defrosting at no extra cost! This is your answer to the problems of inventory investment . . . rapid turnover and sound profits in competitive 1954!



BONUS VALUE FREEZERS!

Imagine an 18 cu. ft. upright freezer no wider or higher than an 11 cu. ft. refrigerator! Other models (a 12-foot upright and 3 chest-types) embody the same compact design. And prices are up to \$100 less than comparable models in 1953! Take command of the freezer market in your territory with Kelvinator.



BONUS VALUE RANGES!

With four "feature" models and four "alternates" Kelvinator meets the retailer's every need. You can sell the complete line from a display of just four models, two of which offer "Bonus Broilers" at a single-oven price. This also means lower inventory and faster turnover for you.



BONUS VALUE HOME LAUNDRY EQUIPMENT!

New automatic washers with exclusive and *provable* washing advantages. New dryer that is three-way exclusive with Safe Temperature, Safety Cylinder, Safety Door. For the budget market, Kelvinator gives you an automatic washer and dryer—priced among the lowest in their field.

BACKED BY SALES-BUILDING PROMOTIONS!

These new Kelvinator appliances . . . as well as the other Kelvinator products for 1954 . . . were created especially to give your customers Bonus Values during Kelvinator's 40th Anniversary! And Kelvinator gives you the promotional backing to bring prospects in to see these Bonus Values! Strong television and magazine advertising integrated week after week with Kelvinator's



store promotions . . . will bring profitable traffic to your store. These promotions are honest-to-goodness volume sales-producers in every sense of the word. And they are only one of many retail-minded Kelvinator activities designed to build you a bigger and better business in 1954! Here again is evidence that in Kelvinator you have the most valuable franchise in the industry.

[Inquiries from interested retailers are invited . . . in confidence.]

Kelvinator

THE MOST VALUABLE FRANCHISE
IN THE APPLIANCE INDUSTRY

Division, Nash-Kelvinator Corporation, Detroit 32, Michigan

ELECTRIC REFRIGERATORS • ELECTRIC RANGES • HOME FREEZERS • WASHERS AND DRYERS • IRONERS • KITCHEN CABINETS AND SINKS
ROOM AIR CONDITIONERS • ELECTRIC WATER HEATERS • GARBAGE DISPOSERS • ELECTRIC DEHUMIDIFIERS • COMMERCIAL REFRIGERATION